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Charlotte

Choice of Home and Lifestyle

Charlotte housing offers an unexpected variety of homes, settings and lifestyles. The first impression most visitors have of Charlotte is the beauty of its neighborhoods. A striking feature seen throughout the community are the trees, flowers, shrubs and plantings. A city arborist supervises the plantings of trees on public lands which include parks, traffic islands and median strips.

While residential growth has trended to the eastern, southeastern and southern sections of the city, the northeast is increasing in popularity because of the University of North Carolina at Charlotte campus and the University Research Park. Interstate 77 is stimulating more residential development to the north and northwest with the two regions interconnected by the W.T. Harris Boulevard linking I-85 and I-77.

Local governments (city and county) are pursuing policies of



encouraging development in all sections of Mecklenburg County.

The Market

The average price of a new home for a middle management four person family in the 2nd quarter of 1990 was \$112,800, according to the American Chamber of Commerce Researchers Association. The Multiple Listing Service of the Charlotte Board of Realtors reports the average sales price for an existing home in 1989 was \$113,921.

As of late 1990 the multiple listing service has listed 4,110 existing homes. During 1989, an average of

601 homes were sold each month with a sufficient number of new homes being listed to replenish the inventory.

During 1989, 7,211 homes were sold through the multiple listing services for more than \$972 million. In mid 1990 the average new home sale price was \$144,911. A recent *U.S. News & World Report* study ranked Charlotte as the 19th hottest housing market among the top 50 markets. This same survey indicates Charlotte as one of the more affordable markets with the monthly mortgage payment equalling 15% of the average household income.

Because of Charlotte's position as a financial center, FHA, VA and conventional loans are available through a number of institutions. Maximum FHA loans are \$85,000 and maximum VA loans are \$125,000, but higher loan limits can be obtained if specific situations merit.

25 Top Housing Markets

(Based on House Appreciation from 1989-1990)

	Appreciation	Affordability*
1 West Palm Beach	24.1%	16%
2 Akron	22.0	12
3 Greenville	20.7	13
4 Mobile	19.9	14
5 Sacramento	19.3	21
6 Honolulu	18.1	40
7 El Paso	17.6	12
8 Chicago	16.4	17
9 Houston	16.3	10
10 Los Angeles	15.7	36
11 Pittsburgh	15.7	13
12 Cleveland	15.5	14
13 Dayton	15.4	14
14 Riverside	15.0	23
15 San Antonio	14.9	11
16 Tampa	14.8	16
17 Columbus	14.0	14
18 San Francisco	13.7	40
19 Charlotte	13.2	15
20 Grand Rapids	13.1	12
21 Seattle	12.9	16
22 Portland	12.7	13
23 Denver	12.6	16
24 Ft. Lauderdale	12.4	14
25 Cincinnati	11.9	14

*Affordability is the percent of average household income needed for mortgage.

Source: *U.S. News & World Report*, April 9, 1990



Charlotte



Variety, Preservation and Restoration

Charlotte offers newcomers a variety of homes diverse in cost, style and location. Energy conservation has continued to spur innovations in construction methods. This has also given impetus to inner city neighborhoods where traditional homes can be renovated, where new apartments and condominiums are in ever increasing supply, and where transportation needs are minimized. Public policy in Charlotte is geared to the preservation of good housing. A strict, well-enforced housing code has done much to eliminate substandard dwellings in older areas of the city, thereby enhancing the rejuvenation of neighborhoods.

Recreation Living

Charlotte's proximity to Catawba River, Lakes Wylie and Norman offer exciting housing opportunities which include golf, boating, fishing, water

skiing and tennis. Lake Wylie is 20 minutes to the south and Lake Norman is 30 minutes to the north of the center of the city. Planned-unit developments such as Raintree, Tega

Cay and River Hills are situated throughout the area, giving newcomers a wider offering of lifestyles.

Condominiums and Apartments

For those who prefer the facility of apartment life and the benefit of home ownership, there are any number of condominium options. Multiple-story condominiums and townhouses are available within the city. Villas and townhouses are available at lakeside and in the country. Costs range from \$40,000 to \$495,000, with the median range \$50,000 to \$75,000.

Apartments are very much a part of Charlotte and offer a variety of amenities keynoted by dramatic design contrasts. Luxury complexes, in addition to the usual swimming pool, offer tennis, clubhouse and other features. Rentals range from \$275 for one bedroom to \$450 for a three bedroom apartment. There are





presently over 55,000 apartments and condominium units in Mecklenburg County.

Quality of Life Factors

Convenience to shopping, abundant soft water, a strong school system and moderate household operating costs are items on a person's checklist where Charlotte rates well. Brick construction is utilized more than in most cities because North Carolina is a leading brick producer. The state is also the leading producer of both furniture and textiles which encourages interesting and economical interior decorating opportunities. A majority of new homes are being built with both central air conditioning and heating. While Charlotte's attractive climate eliminates the necessity of basements, homes with full and partial basements are available.

The average lot size for new homes in new Charlotte subdivisions is 100' x 150'. For higher income develop-

ments 100' x 250' is more typical. Numerous opportunities for buying acreage and farmland abound as one moves farther from the city.

Dilworth

Five minutes from the center of the city is "Dilworth," an area of traditional homes, tree-shaded streets and centered around Latta Park. Residents led a successful effort to preserve their homes by working with local government to minimize the urban pressures that come with age. A cross-section of residents reveals both middle and upper income, young and old, management, professional and wage earners, with a mixture of educational and ethnic backgrounds.

Fourth Ward

The development of a special uptown neighborhood is well underway. The city, private investors, and the volunteer sector combined forces in 1975 to begin the revitalization of the once

prestigious Fourth Ward neighborhood. The city has installed brick sidewalks, granite curbs, and pedestrian scale streetlights to recreate a Victorian feeling. The 78 acre area which was 50% vacant land in 1974 has reached virtually full development. A mixture of restored Victorian single family homes, condominiums, apartments and nonprofit housing for the elderly provide an eclectic mixture of neighbors; young, old, black and white, high and low income.

Fourth Ward development has led a residential renaissance in the Center City matching the impressive commercial and retail growth during the same period. Third Ward, in the southwest quadrant of the center city, is now undergoing the same type of urban residential resettlement, providing additional uptown housing opportunities for those individuals and families who wish to live close to work, cultural amenities and the ambience of urban life.

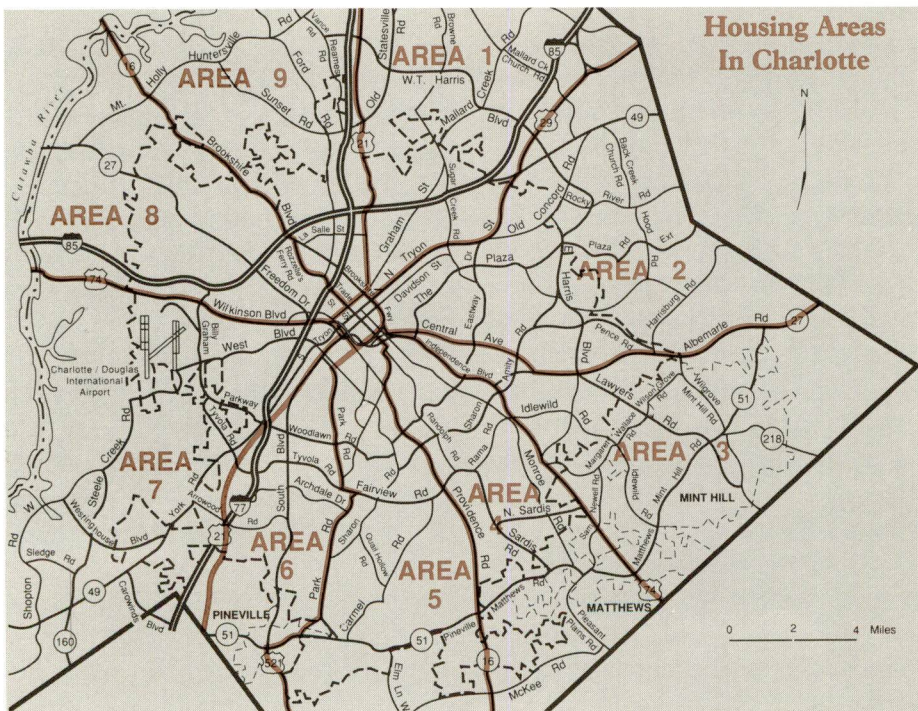


Single Family Housing By Area

Area Reported	No. of Homes Listed	Average Sales Price
1	346	\$107,461
2	681	84,575
3	507	85,756
4	712	145,414
5	1064	180,347
6	222	109,150
7	144	79,675
8	283	68,744
9	151	107,146

Source: Multiple Listing Service of Charlotte Board of Realtors, Inc. Oct. 1990.

Designated areas are those used by the local newspapers and the Charlotte Board of Realtors.



Charlotte
CHAMBER

Post Office Box 32785
Charlotte, North Carolina 28232, U.S.A.
Telephone (704) 377-6911
FAX (704) 374-1903

11/90/20M

Charlotte

Innovation and Excellence In Education

Education is taken seriously in Charlotte-Mecklenburg. Because of deep public support and involvement, a variety of educational opportunities flourish with high standards of excellence for teachers, administrators and students. Public, parochial and private schools provide a broad choice of educational channels for children.

Superior Public Schools

The largest provider of education in Charlotte-Mecklenburg is the Charlotte-Mecklenburg School System (CMS), with more than 76,000 students enrolled in kindergarten through twelfth grade. Of the more than 17,000 public school systems nationwide, it ranks 29th in size and is among the most efficient and effective in the nation. In 1984, the U.S. Department of Education chose the Charlotte-Mecklenburg Board of Education as one of 17 nationally to receive Distinguished School Board Awards.

CMS is a consolidated city-county system governed by an elected Board



of Education. The Board consists of nine members, elected on a non-partisan basis in county-wide elections. The Board appoints a Superintendent of Schools who is responsible for the operation, planning and excellence of the system.

Funding is provided by a combination of federal, state and local sources. Sixty-two percent comes from the State of North Carolina, 28% from property taxes in Mecklenburg County, 5% from the Federal Government and 5% from other sources. There is

no tax supplement specifically earmarked for the system.

CMS operates 104 schools, all of which are fully accredited by the Southern Association of Colleges and Schools, the regional accreditation agency. The administrative unit of the system is also accredited, which means that CMS and its schools have met or exceeded a strict set of national standards for educational excellence. In addition, there are seven special programs for students in the system.

Superior Student Performance

The Charlotte-Mecklenburg community demands high standards of student performance. The result is that CMS students exceed national standards in daily attendance, percentage who graduate, percentage who plan to continue their education after high school and in many important areas of achievement.

An important advantage of an education within the CMS system is the opportunity of feeding into one of the





nation's finer state university systems at significantly lower tuition fees as a resident of the state.

California Achievement Test scores (see chart) also reflect superior performance of CMS students.

Scholastic Aptitude Test scores (see chart) have been one measure of student achievement in public schools nationwide.

California Achievement Test Scores 1990

Grade Tested	3	6	8
CMS	62	57	56
National Norm	50	50	50

Scores are reported as percentiles which indicate how students performed relative to the national representative group.

Scholastic Aptitude Test Scores 1990

	Verbal	Math	Total
National	424	476	900
North Carolina	401	440	841
CMS	409	453	862

College Entrance Examination Board Achievement Test Scores 1990

	Charlotte	U.S.
English Composition	557	523
American History	527	530
Math Level I	559	548
Math Level II	647	663

Since 1982 the average combined score for CMS students on the SAT has increased 19 points compared to a national increase of ten points. The major reason for the difference in local and national averages is the high percentage (60%) of CMS high school students taking the SAT. Nationally, only 40% of all high school students take it.

College Entrance Examination Board Achievement Tests are taken annually by about 7% of all students in the CMS system, 10% nationwide.



Therefore a more equitable comparison of results can be drawn. Another example of the quality of education received can be seen in the College Board Advanced Placement Exam results. Students scoring three of a possible five on these tests are given college credits for courses taken. Nationally, 65.5% of the students taking this test scored three or above compared to 70.8% of CMS students.

Budgeting for Education, Not Administration

The Charlotte-Mecklenburg community is willing to pay the cost for quality education, both in terms of school operations and in building programs. The per pupil expenditure (90-91 school year) is \$4,463, one of the highest in North Carolina and the South.

The annual operating budget of over a quarter of a billion dollars is heavily oriented to the classroom. Seventy-six percent goes directly to instructional programs, 8% to building operations and maintenance, 4% to pupil transportation, 6% to food services, 2% to capital improvements, and 4% to other support programs.

CMS is one of Charlotte's largest employers with 8,900 employees, of which more than 5,000 are instructional personnel. Almost one-third of the instructional personnel have master's degrees or higher. A CMS teacher's pay is enhanced by a county supplement, placing our teachers



among the highest paid in the state.

Paid CMS staff is supplemented and enriched with more than 7,000 volunteers who contribute their time and skills, from tutoring to collecting money in cafeterias. Many businesses and industries in the Charlotte area also donate funds, equipment and the expertise of their employees for school projects. This broad community support is a key reason for the strength of the Charlotte-Mecklenburg Schools and its nationwide reputation for excellence.

Efficient Size of Classes

North Carolina law limits the size of classes in all grade levels. In grades K through 9, classes average 26 students. In grades 10, 11 and 12, class size is no more than 33 students.

New Facilities To Meet The Needs

Charlotte and Mecklenburg County are bustling, growing communities, and that vitality is reflected in the growth of the Charlotte-Mecklenburg Public School System. The school system is in the fourth year of an aggressive construction program to meet the needs of children through the 1990s and beyond.

Voters in Mecklenburg County have demonstrated their support for the public schools by approving every school bond issue placed before them since the Charlotte-Mecklenburg Schools System was established 30 years ago. In November 1989, voters

approved the largest school bond issue in county history — \$80.1 million for school construction.

School construction is necessary to upgrade or replace outdated buildings and to cope with rapidly increasing enrollment. If current growth rates continue, enrollment in the Charlotte-Mecklenburg Schools will increase by more than 30,000 by the year 2000.

Quality Special Education

CMS is preparing students for the increasing demands of technology in society. For several years, every school in the system has had a completely equipped computer lab. Vocational education offers a broad range of classes from business education and management, horticulture, health occupations, child development and care, marketing, trade and industrial education.

CMS seniors, through a cooperative arrangement with Central Piedmont Community College, can receive credit at both high school and CPCC for vocational and/or occupational programs at the college or in liberal arts courses which are part of CPCC's Associate in Arts Degree Program. Transportation to CPCC is provided in the afternoon for students enrolled in this program.

There are numerous programs designed to address the special needs of students and to help students achieve to the full extent of their

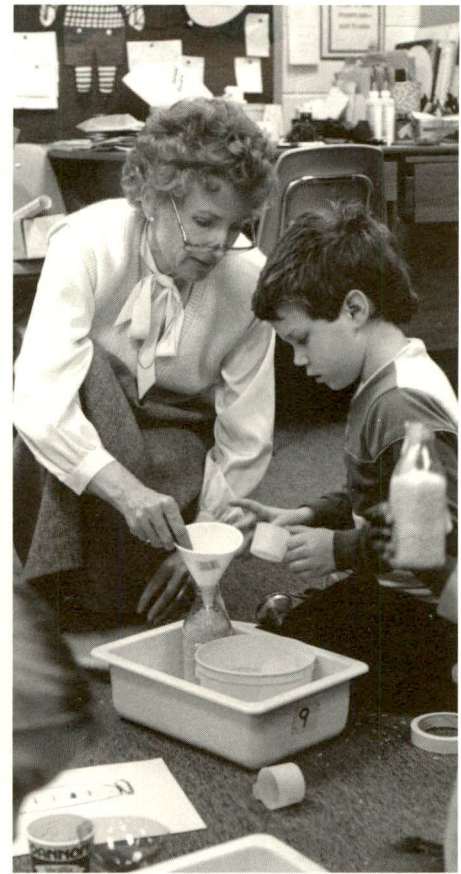
talent and potential. Programs operate for students who are mentally disabled, orthopedically handicapped, visually or hearing impaired, learning disabled, hospital or homebound and emotionally handicapped. While most services are available in a regular school setting, the system operates three special schools: Metro School for the mentally handicapped, Teen-Age Parents Services (TAPS) for pregnant students, and Morgan School for students with emotional and behavioral handicaps.

After-school care has been established in 33 elementary schools because Mecklenburg County has a high percentage of working parents for whom such care presents a problem. This after school enrichment program serves children in kindergarten through sixth grade for a weekly fee of \$30 per child.

Preschool programs for four-year-olds operate at 11 different sites throughout the county. These programs are federally funded and are designed for children who need extra help to get ready for kindergarten and first grade.

There is alternative education — two open schools which allow students to learn at their own pace and three traditional schools where concentration is on the three R's.

Emphasis on quality classroom education resulted in over \$3.5 million of academic scholarships awarded to our 1990 graduates, and 68%



of these graduates plan to go on to higher education.

Abundant Opportunity In Athletics

The CMS has a system-wide program of vigorous physical education for students. Fourteen competitive sports programs offer a broad opportunity for those who wish to develop athletic skills.

All CMS senior high schools participate in the Southwestern Tri-County Four-A Athletic Conference and are highly competitive on the state level with a number of state championships in both major and minor sports. Junior and middle schools compete with many other teams throughout Mecklenburg County. Almost 70 seniors received collegiate athletic scholarships for the 1988-89 year totalling nearly \$1.6 million. A number of outstanding athletes from the CMS system have become successful professional athletes. In the National Basketball Association, Bobby Jones (retired) and Walter Davis are representative.

In the National Football League, David Waymer was an outstanding defensive back for the New Orleans Saints and Dwight Clark, a former wide receiver for the San Francisco 49'ers. All are CMS graduates.

Safe, Dependable School Bus Transportation

Under North Carolina law, any student living 1.5 miles or more from school, or who has special transportation needs, is eligible for free transportation to and from school via CMS buses. All buses are driven by adult drivers who take rigorous training. With safe, dependable transportation, students, on average, ride about eight miles each way and take less than 30 minutes to or from school.

In 1970, court-ordered busing to achieve desegregation began here. Since then, the CMS has become a model for other systems across the country making the same transition. Presently, about 25% of the students riding buses do so for desegregation.

Quality Alternatives To Public Education

More than 9,000 students are enrolled in over 30 non-public, or private schools. Among them are parochial and non-church related institutions with excellent reputations for quality education. A complete list is available from the Charlotte Chamber.

For more school information:

Contact

Charlotte-Mecklenburg Schools

P.O. Box 30035, Charlotte, NC 28230

(704) 379-7010

Charlotte
C H A M B E R

Post Office Box 32785

Charlotte, North Carolina 28232, U.S.A.

Telephone (704) 377-6911

FAX (704) 374-1903

11/90/20M

Charlotte

A Working Work Force

Work Force: Critical to Success

Charlotte offers a productive work force for companies concerned about the quality of their products or services. North Carolina workers are more productive than other workers in the same industries nationally. Studies of companies relocating place availability of a competent work force high in importance.

The number of firms locating in Charlotte during the last ten years is evidence of the quality of Charlotte's work force. During this period, 2,719 firms have selected Charlotte-Mecklenburg for new or relocated operations. These new facilities represented over \$3.0 billion in investment.

During 1990 alone, new and expanded firms in Charlotte-Mecklenburg created 6,789 additional jobs and invested \$263 million in facilities.

Good Corporate Citizens

Quality business and industry have located in Charlotte. Presently, 361 of the nation's largest industrial and service corporations listed by FORTUNE magazine have facilities in Mecklenburg County. In addition, 521 firms with a net worth of one-half million dollars or more have headquarters here. A quality work force attracts quality corporate citizens.

A Growing Work Force

In the pace of work force growth since 1981, Charlotte has experienced a 22% increase. In this same period, Charlotte's employment has grown by 23% compared to the U.S. growth of 17%. The growing population of the area insures a constant and predictable flow of workers into the job market. In the decade of the 80's Charlotte's population grew by 26.5%,



well above the national growth of 9.8%. Much of this growth was through the immigration of people from outside the region seeking the superior quality of life offered here.

Locally, the Charlotte-Mecklenburg schools annually graduate approximately 4,300 students. More than 700 of them move directly into the job market. Many have training for technical and clerical positions. The 22 colleges and universities in the MSA have student enrollment of more than 60,000 which provides an excellent reservoir of qualified applicants.

In contrast to declining enrollments nationally, the region's institutions of higher education have experienced enrollment increases. Area colleges work well with local business by offering courses and internships responsive to the needs of business.

A Labor Magnet

The total labor force in the seven-county Charlotte-Gastonia-Rock Hill MSA (Metropolitan Statistical Area) numbers more than 650,000. Each day more than 80,000 workers commute to Mecklenburg from outlying counties. This commuting labor force has increased significantly over recent years. As traditional industries have reduced their labor needs, new industries have been able to tap this supply of labor.

Significantly more available labor remains to be tapped. Within a 25-mile radius of Charlotte, more than 920,000 people reside. By 1995 this number will grow to more than one million. Within this 30-minute commute, more than 18,500 workers are





registered with the Employment Security Commission as seeking a new job. Over 2,200 of these are seeking professional and technical positions, and 2,400 are seeking machine trade positions. Expanding this to a one-hour commute (50 miles), the current population includes 1.6 million people. By 1995 this 50-mile radius population will reach 1.8 million. Currently more than 36,500 people are registered as seeking new employment with this area. In addition, this 50-mile radius has nearly 3,000 high school graduates directly entering the labor market each year.

As Charlotte becomes a more metropolitan community, it will draw a larger portion of the regional work force to fill the available jobs. This will provide an even greater labor pool to tap.

Training Workers Made Easy

Superior job training is made easy through Central Piedmont Community College...training that provides 50 different curricula. CPCC provides customized training tailored to the particular needs of each company. Nearly two-thirds of CPCC's 29,000 students are enrolled in courses leading to immediate employment. Courses include welding, auto and

diesel mechanics, computer science, and secretarial science, in addition to the traditional two-year certificate curricula offered in liberal arts.

Length of technical training varies according to skill level required. The college provides instructors, standard training equipment, and all classroom materials.

One of Charlotte's greatest assets is the 11 colleges and universities of the Charlotte Area Educational Consortium. These schools offer degrees in 150 different subjects, with over 25 different graduate degree programs that include Business Administration, Chemistry, Engineering, Geography, and Personnel/Industrial Relations.



Productivity Index

Fifteen Largest Industrial States

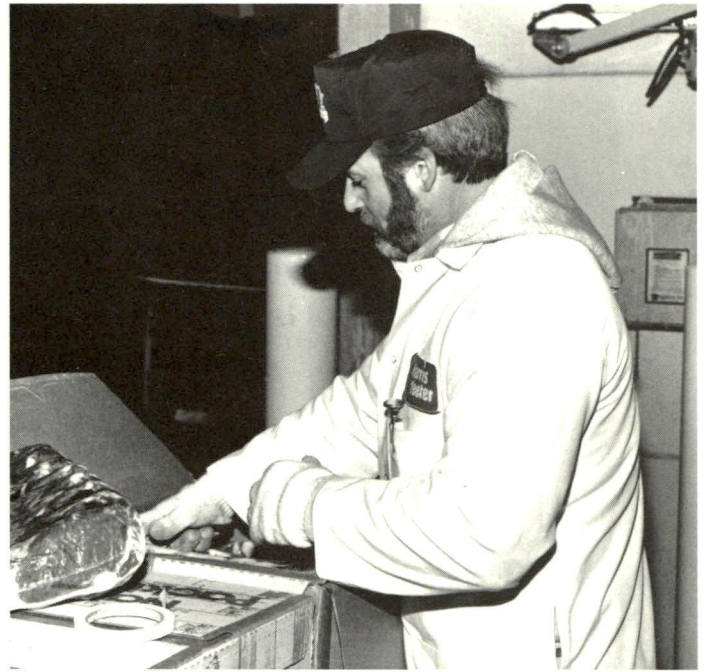
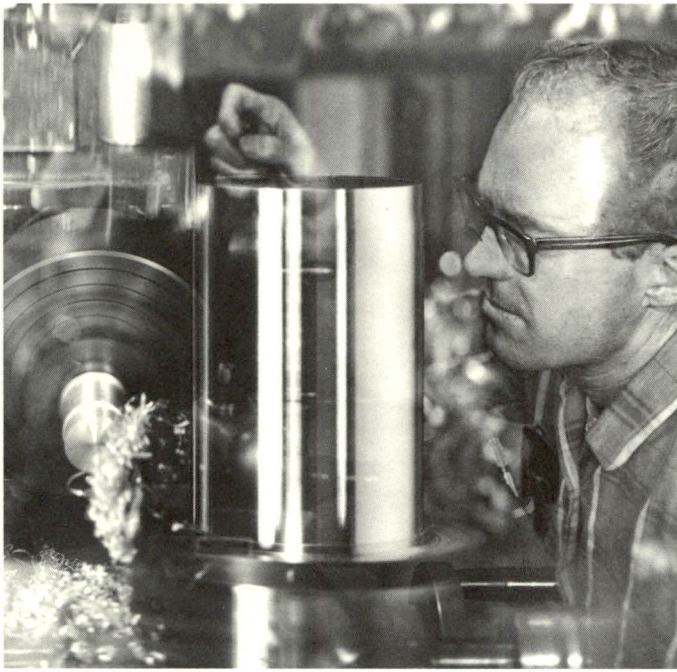
Rank	State	Index
1	North Carolina	281
2	Virginia	277
3	Georgia	263
4	Tennessee	255
5	Texas	250
6	South Carolina	243
7	Indiana	237
8	Illinois	227
9	New York	224
10	Ohio	222
11	Massachusetts	219
12	California	216
13	Pennsylvania	213
14	New Jersey	211
15	Michigan	192
	U.S. Average	230

*Source: University of North Carolina, Charlotte
Note: Index is derived by dividing per capita value added by payroll per employee and multiplying by 100.*

A Productive Work Force

A University of North Carolina study, "The Earnings of North Carolina Workers", shows that North Carolina employees produce more output per wage dollar than do workers in the same industries nationally. Lost work time due to accidents and labor disputes is minimal.

North Carolina ranks as the nation's 8th largest manufacturing state. This



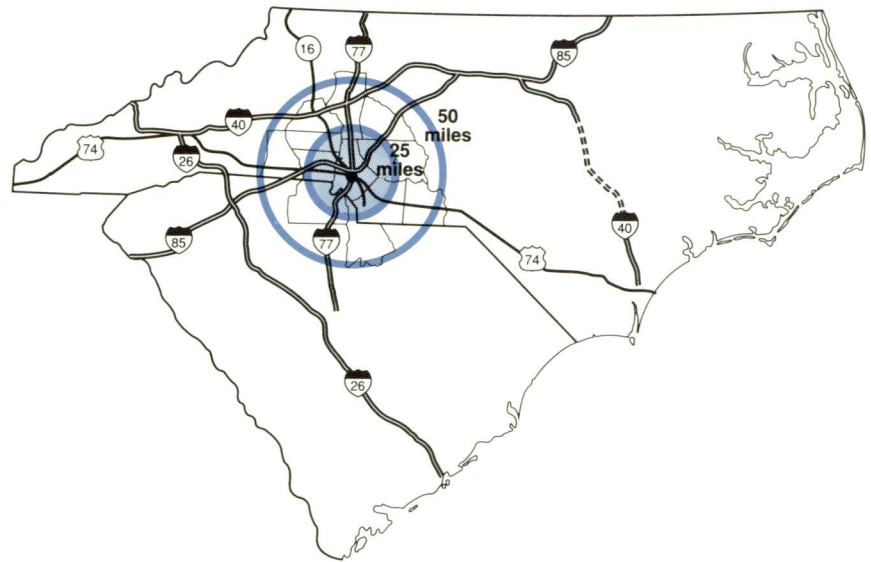
status has been achieved in part because of its high level of productivity. A similar University of North Carolina study ranks North Carolina as the most productive of the nation's top 15 industrialized states.

A Right-to-Work Work Force

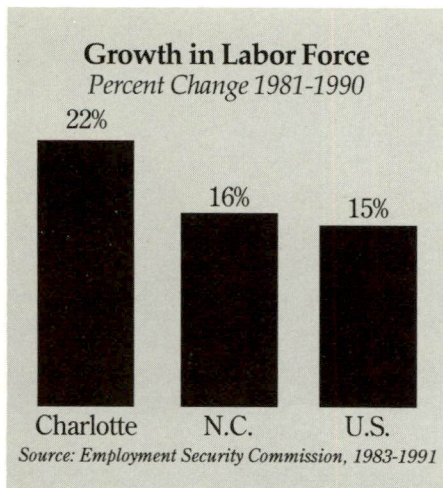
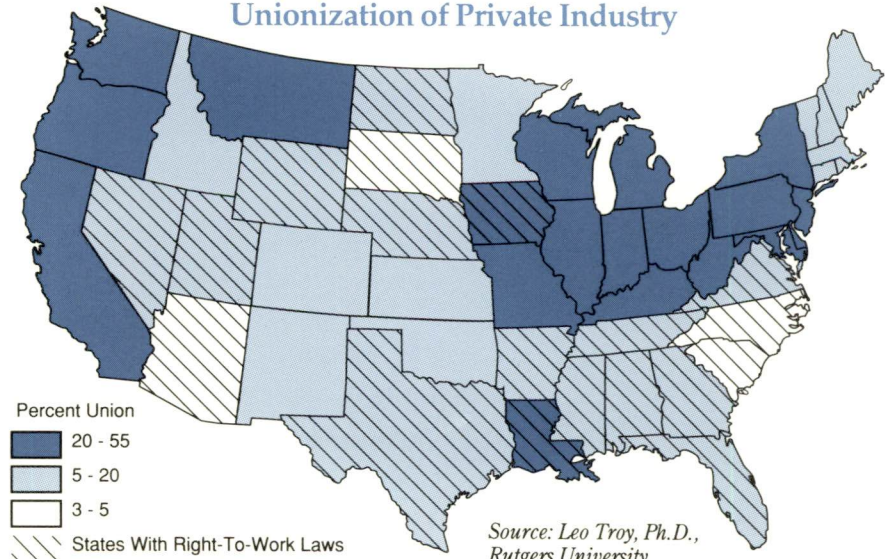
North Carolina law permits individual workers to choose whether or not they wish to join a labor union. North Carolina, which has the nation's highest percent of manufacturing employment, has the nation's fourth lowest union membership (as a percent of non-agricultural employment). The state's 4.5% is well below the national average of 18.3%.

(See map)

The Charlotte Labor Market Area



Unionization of Private Industry



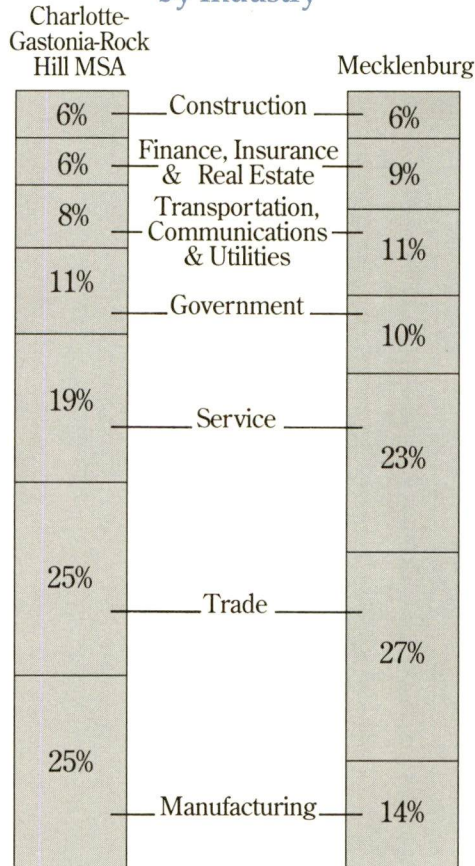
Source: Leo Troy, Ph.D., Rutgers University

Workers Compensation Payment Per Employee

State	Payment Per Employee
Indiana	\$72.14
North Carolina	81.99
Iowa	96.94
South Dakota	100.42
Nebraska	107.47
South Carolina	112.60
Virginia	117.06
Mississippi	119.45
Missouri	122.42
Tennessee	122.45
North Dakota	132.77
Arizona	135.30
Vermont	136.84
Kansas	137.75
New York	140.74
Alabama	143.85
Arkansas	145.56
Wisconsin	145.63
Idaho	150.47
Delaware	150.98
Maryland	154.80
New Jersey	157.84
Kentucky	161.29
Georgia	165.73
Utah	166.38
Illinois	185.82
Oklahoma	187.20
Michigan	195.02
Wyoming	196.59
Florida	198.57
New Mexico	212.39
Minnesota	213.68
New Hampshire	215.20
Pennsylvania	222.20
Massachusetts	237.00
Colorado	238.20
Connecticut	244.08
Texas	247.20
District of Columbia	262.05
Hawaii	262.30
Oregon	262.86
Rhode Island	271.80
Louisiana	282.06
Ohio	295.57
Washington	296.96
California	305.69
Nevada	318.64
Montana	346.64
Maine	468.50
West Virginia	475.62
Alaska	576.05

Source: Statistical Abstract of the United States, 1990

Percent of Employment by Industry



Source: NC Employment Security Commission, March 1991

Average Hourly Manufacturing Earnings

Production Worker
Selected Southern MSA's

Charlotte-Gastonia-Rock Hill	\$9.36
Greensboro-Winston-Salem-High Point	9.43
Jacksonville, FL	9.65
Memphis	9.85
Birmingham	9.87
Raleigh-Durham	10.15
Orlando	10.26
Atlanta	10.56
Nashville	11.21
Richmond	11.38
Houston	12.01
U.S. Average	\$10.14

Source: Employment & Earnings—U.S. Dept. of Labor

Government and Special Agencies

Employment Security Commission of North Carolina

500 W. Trade Street
Charlotte, NC 28202
342-6131

North Carolina Department of Labor

500 W. Trade Street
Charlotte, NC 28202
342-6163

Employment & Training Department

City of Charlotte
600 E. Trade Street
Charlotte, NC 28202
336-3101

Equal Employment Opportunity Commission

5500 Central Avenue
Charlotte, NC 28212
563-2501

U.S. Department of Labor

800 Briar Creek Road
Charlotte, NC 28205
371-6120

The Employers Association

8848-H Red Oak Boulevard
Charlotte, NC 28217
522-8011

Social Security Administration

5701 Executive Center Drive
Charlotte, NC 28212
1-800-234-5772

North Carolina Department of Economic and Community Development

Business Assistance Division
430 North Salisbury Street
P.O. Box 25249
Raleigh, NC 27611
919/733-4094

Charlotte
C H A M B E R

Post Office Box 32785
Charlotte, NC 28232, USA
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5/91/20M

Charlotte

Construction Costs

A definite bonus for firms considering a Charlotte location is the relatively low cost of construction in the area. Of the 162 U.S. metropolitan cities measured by the R.S. Means Company City Cost Index, Charlotte's costs are 80% of the average.

The Means Index reflects the total cost to build, excluding cost of land and other peripheral costs such as architectural fees. The Index covers industrial, commercial and residential construction.

Reasons For Charlotte's Low Construction Costs.

1. Stable wage rates. An experienced construction work force attracted to the region by sustained growth and job opportunities is sustained by young workers trained in community colleges and apprentice programs. There is a traditional work ethic in the region which assures high productivity from the work force which operates under North Carolina's Right-to-Work law.

2. Favorable weather conditions. North Carolina's climate consisting of four mild seasons assures long building seasons.

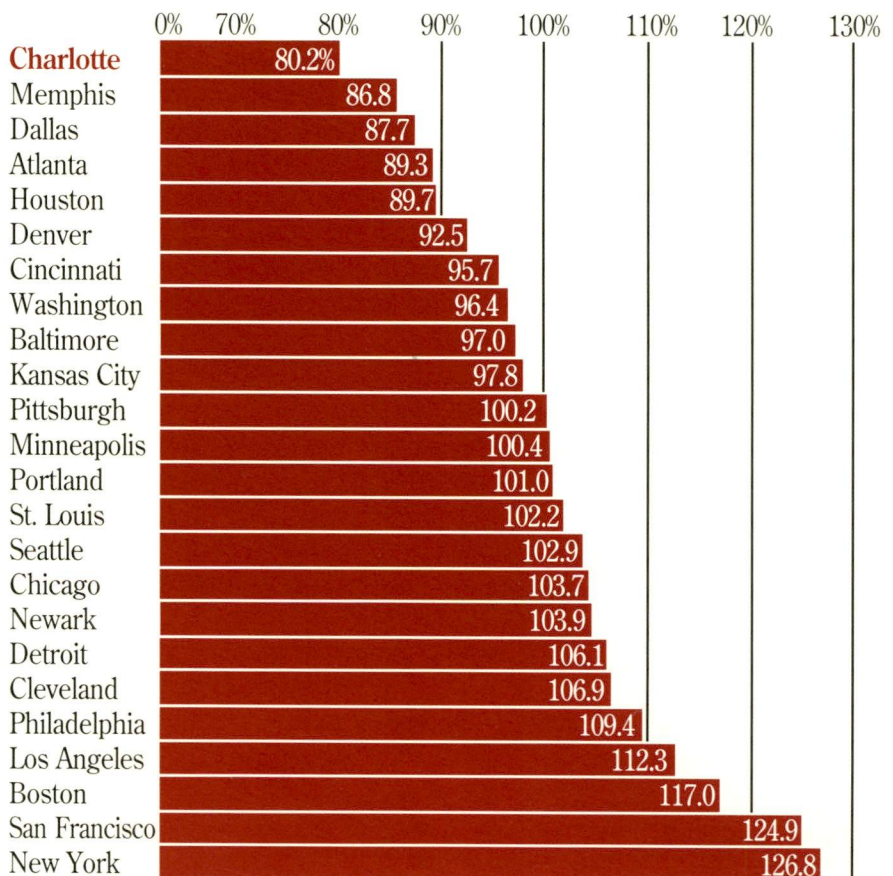
3. A construction company center. Charlotte hosts a large concentration of construction firms offering a wide spectrum of size, specialization, national and international experience.

4. Close to raw construction materials. North Carolina is a leading producer of brick and lumber assuring minimum transportation costs.

In addition to the reasons listed above, Charlotte is headquarters for leading contractors, eminent architectural and engineering firms. Their expertise assures the newest techniques and most efficient methods offering maximum value.



Construction Cost Index
Leading U.S. Distribution Centers Compared



R.S. Means Company City Cost Index, July 1990



Business Park

100,000 Sq. Ft.
\$24.00 Per Sq.Ft.

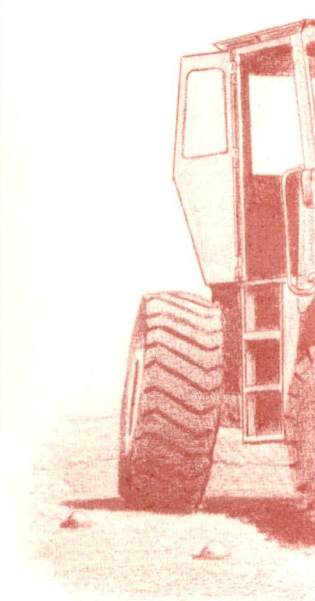
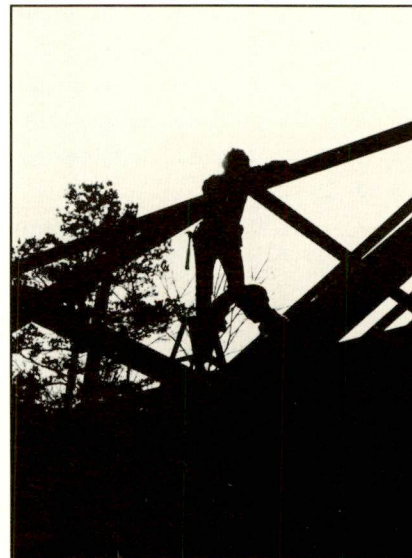
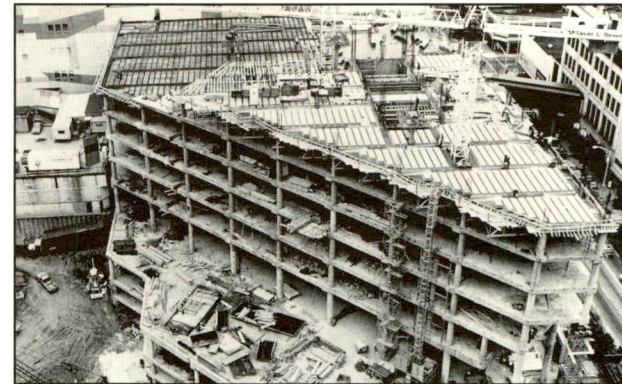
Office Park

82,202 Sq. Ft.
\$82.38 Per Sq.Ft.

Average Office Building Costs

(dollars per square foot)

	Class A	Class B	Class C	Class D
Charlotte	\$61.63	\$58.50	\$40.86	\$37.39
Dallas	64.50	61.22	43.78	39.59
Memphis	65.94	62.58	44.26	40.47
Houston	66.65	63.26	45.23	39.59
Atlanta	67.37	63.94	45.24	41.79
Denver	70.24	66.66	47.67	41.79
Kansas City	73.82	69.38	50.10	44.87
Pittsburgh	73.82	70.06	49.13	45.31
Washington	75.25	72.10	51.07	46.63
Baltimore	75.97	72.10	51.56	47.07
Cincinnati	75.97	72.10	52.04	47.07
Portland	77.40	73.46	52.53	46.19
Boston	80.27	75.50	54.96	43.99
Cleveland	80.27	76.18	55.45	50.15
Minneapolis	80.27	75.50	54.96	49.27
Detroit	82.42	78.90	55.45	50.59
Chicago	83.14	78.90	56.42	51.47
Seattle	83.14	78.90	56.91	50.15
Philadelphia	84.57	79.58	58.37	53.27
Los Angeles	88.15	83.66	60.80	54.55
Newark	92.45	87.75	63.72	66.20
San Francisco	98.90	95.23	70.53	63.78
New York	103.20	97.95	71.99	65.10



Marshall Valuation Service, April 1991
See chart on opposite page for Building Class definitions



Warehouse

24,000 Sq. Ft.
\$21.00 Per Sq.Ft.

Residential

2,276 Sq. Ft.
Total Cost \$131,400
(Includes Land Cost)



Building Class Specifications

	<i>Building Class A</i>	<i>Building Class B</i>	<i>Building Class C</i>	<i>Building Class D</i>
Frame	Structural steel columns and beams fireproofed with masonry, concrete, plaster, or other incombustible material.	Reinforced concrete columns and beams.	Masonry or concrete load-bearing walls with or without pilasters. Masonry or concrete walls with steel, wood or concrete frame.	Wood or steel studs in bearing wall, wood or steel skeleton frame.
Floor	Concrete or concrete covered steel deck, fire-proofed.	Concrete or concrete covered steel deck, fire-proofed.	Wood or steel floor joists or slab on ground.	Wood or steel floor joists, wood or slab on ground.
Roof	Formed concrete, precast slabs, concrete or gypsum on steel deck, fireproofed.	Formed concrete, precast slabs, concrete or gypsum on steel deck, fireproofed.	Wood or steel joists, wood or steel deck.	Wood or steel joists, wood or steel deck.
Walls	Non-bearing curtain walls, masonry, concrete, metal and glass panels, stone.	Non-bearing curtain walls, masonry, concrete, metal and glass panels, stone.	Brick concrete block, or tile masonry, tilt-up formed concrete.	Almost any material except masonry or concrete. May have masonry veneer over steel or wood framing.

Marshall Valuation Service, April 1991



More than \$7 billion in new construction has taken place in Charlotte since 1981.



Since 1981 over 72,000 residential units have been built within Mecklenburg County.

Charlotte Mecklenburg's 10-Year Construction Summary

Year	Permits	Value (Millions)		Total
		Residential	Non-Residential	
1981	7,005	\$158.6	\$211.4	\$370.0
1982	6,695	171.3	168.6	339.9
1983	8,647	280.7	253.7	534.4
1984	8,789	348.1	332.2	680.3
1985	9,748	380.6	398.8	779.4
1986	10,220	383.6	456.1	839.7
1987	11,194	402.1	391.9	794.0
1988	11,637	419.9	510.8	930.7
1989	11,314	510.5	422.1	932.6
1990	10,484	424.3	528.0	952.3
TOTALS	95,733	\$3,479.7	\$3,673.6	\$7,153.3

New Residential Construction By Type (Units)

Year	One Family	Duplex	Apartment	Total
1981	2,204	28	1,870	4,102
1982	2,472	46	1,773	4,291
1983	3,792	32	3,309	7,133
1984	3,714	58	4,342	8,114
1985	4,141	40	5,265	9,446
1986	4,436	92	2,925	7,453
1987	4,597	74	3,578	8,249
1988	4,597	62	3,077	7,736
1989	4,622	80	5,059	9,761
1990	3,873	32	1,930	5,835
TOTALS	38,448	544	33,128	72,120

NOTE: Figures are based on permits rather than building starts and may vary from figures reported by other sources.

SOURCE: Charlotte Mecklenburg Building Inspection Department

CHARLOTTE
REGION
America's New Business Horizon

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 Charlotte, North Carolina 28232, U.S.A.
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 Fax (704) 374-1903

Charlotte

Variety In Entertainment

Major and minor league sports, theme park fun, community festivals, concerts, and dozens of other leisure time activities make it impossible for anyone in Charlotte to say, "I don't have anything to do!"

People in Charlotte spend their leisure time with fun-filled and healthful pursuits from power walking to cheering the NBA Charlotte Hornets at their home games in the 23,900 seat Coliseum. Entertainment and activities schedules are multiple-choice tests of favorites against favorites with no wrong answers.

Gone forever is the sleepy time down South image. In its place is energy, excitement, choice and quality in how to spend those personal times in Charlotte.



Professional Sports.

Charlotte is major league in basketball, auto racing, golf and tennis. On the horizon is NFL football with a 70,000 seat NFL standards, uptown stadium on the drawing board for an expansion franchise by 1993. Professional baseball is being upgraded from AA standards to AAA minor league competition within several years. The PGA has completed its Piper Glen

Tournament Players Club which was designed by Arnold Palmer. Its Stadium Course already attracts thousands of golf fans for the annual PGA Seniors Tournament and the club is in line for a future PGA regular tour event.

The last half of the 80's in Charlotte area sports and recreation was marked by the construction of new and exciting sports facilities. The new Charlotte Coliseum was completed in 1988 in time for the first season of the Charlotte NBA Hornets team and home fans promptly set a new NBA attendance record, filling the 23,900 seats for each and every home and exhibition game.

The Coliseum has already drawn additional sports and entertainment events including the Atlantic Coast





Conference Basketball Tournament, NCAA regionals and the Final Four Tournament during the 90's. Its seating capacity and state of the art design promises continued first class entertainment events.

Charlotte Motor Speedway, a world-class 1½ mile super speedway for motor sports, is a pace setter in track development with covered grandstands, sky boxes and track-side condominiums to accompany a Speedway Club with gourmet dining. It hosts annual spring 600 mile and fall 500 NASCAR races and a full year-round calendar of other motor sports events. Many motor sports fans from all over the country plan their vacations around CMS events.

The Charlotte Knights play a 72 home schedule in their 1990-new Knights Castle stadium located south of Charlotte, just over the South Carolina line. The AA franchise has plans to move up to AAA and eventually to major league status.

Charlotte's entry in the Team Tennis

League, the Charlotte Heat, plays in the Charlotte Coliseum and the concept has drawn a strong following. Shortened singles and doubles matches are played for team points and competition is fierce.

Additional professional sports include wrestling, semi-pro football and bowling.

Recreation.

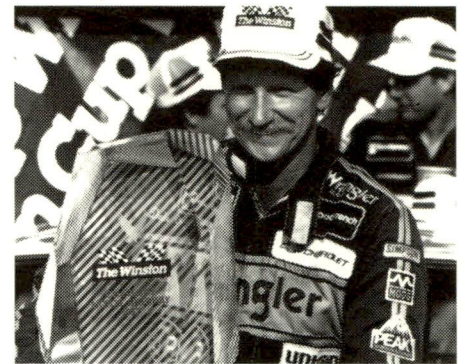
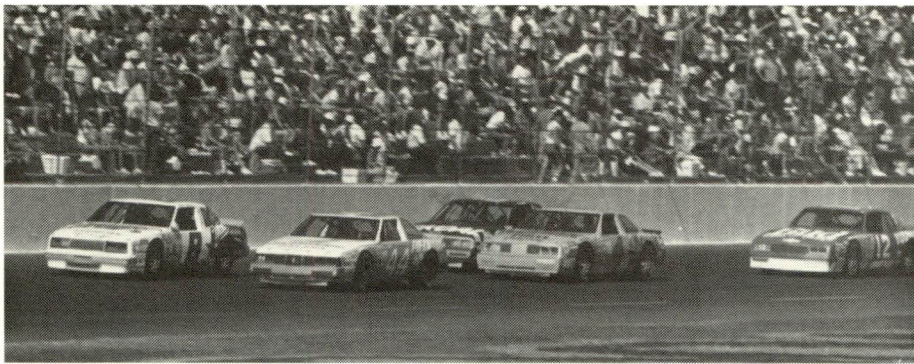
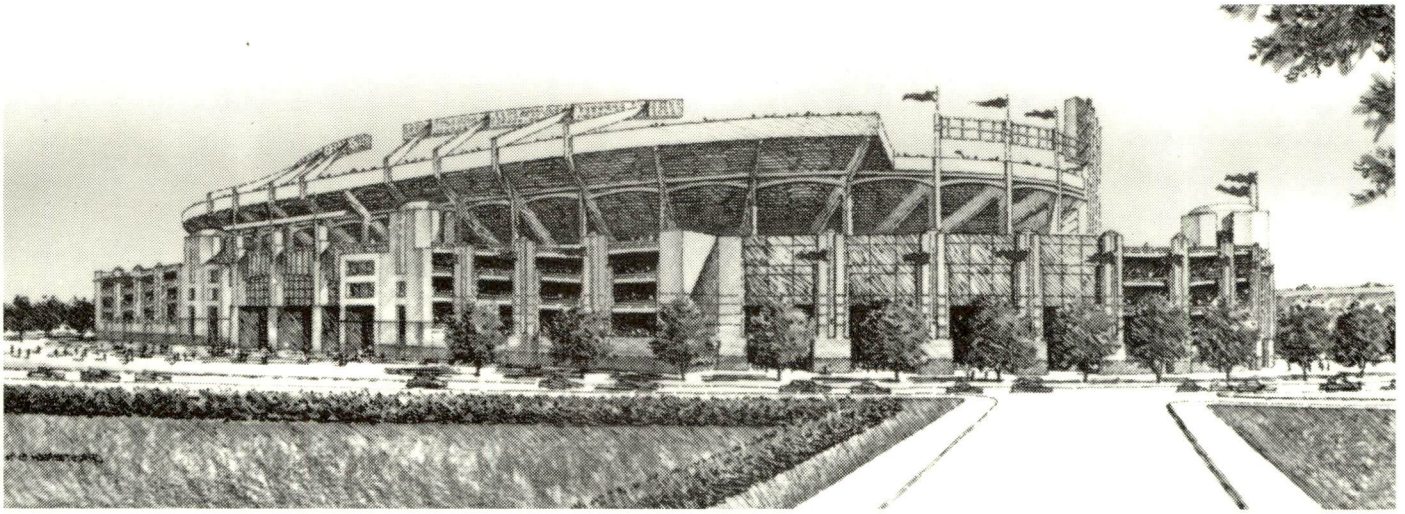
Climate, geography and ambitious programs for recreational development make Charlotte a haven for those who want to participate rather than spectate. Public and private golf courses are plentiful and accessible. Tennis courts are available in public parks, tennis clubs and country clubs. Organized leagues for softball, baseball, soccer and bowling recruit new players.

Extensive park systems provide playground, nature trails, picnic areas, a petting zoo and special events throughout the city and county.

Water sports buffs are at home on the wide Catawba River and its system of huge man-made lakes. There's plenty of room for sailing and powerboating. Pontoon boats make more leisurely trips up and down the river while fishermen catch their limit of bass, bream, catfish and other freshwater varieties.

Health conscious Charlotteans can be seen morning, noon and night in





their jogging, walking or running shoes and colorful running costumes in neighborhoods, school running tracks and parks. Uptown office towers empty out during lunchhours for power walkers. Bicycle clubs are numerous and bicyclists are common sights on streets and highways.

In short, there is something for everyone in Charlotte. Do it and you will have plenty of company.

Special Events.

Charlotteans love to congregate and celebrate. That's why the community calendar of events run many pages. In addition to the larger, community-wide events described below, there are numerous neighborhood activities from parades to picnics. Local newspapers keep everyone informed of scheduled events.

First Night. New Year's Eve is celebrated in Uptown Charlotte with an evening of entertainment, exhibits, food and fun. The New Year is cheered in with a huge crown that moves to

the top of a hotel at midnight on the Square.

St. Patrick's Day. March 17 is celebrated with the wearing of the green, shamrocks painted on Uptown main intersection streets and a parade of bagpipers, kids and anyone else who wants to participate.

Springfest. April in Charlotte is marked with three days of celebration on Uptown streets. Artisans and craftsmen display and sell their wares, leading restaurants set up booths to sell their specialties and entertainers fill the air with joyous music from open air stages. Families spend the day mingling with thousands of others enjoying the springtime.

Jazz Charlotte. The long hot summer is coming to an end in September and the time is perfect to enjoy the cool sounds of the many flavors of jazz, from dixieland to bop and new wave. For two days, Uptown Charlotte is filled with thousands of music lovers and the celebration of one of America's most original forms of music. Nation-

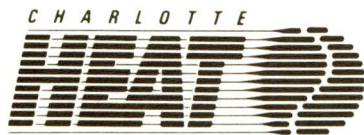
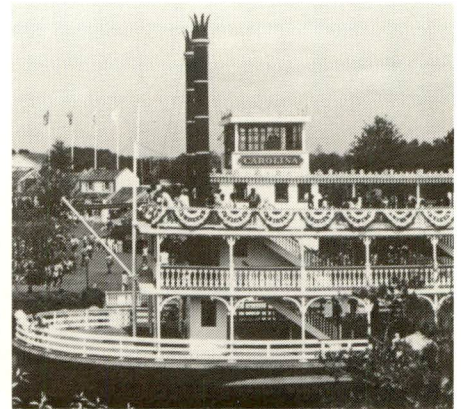
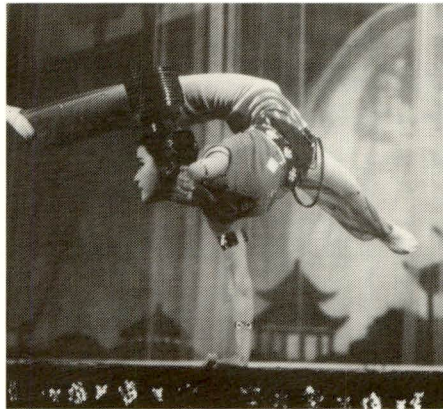
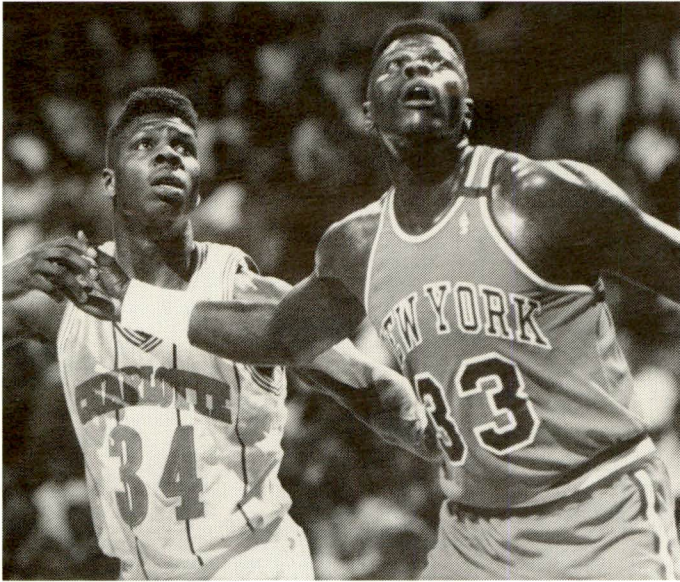
ally known artists join local musicians in this unique event.

Festival in the Park. Freedom Park dresses up in its best September finery for this granddaddy of all Charlotte community events. It is the biggest, longest and oldest of them all. Local artists display their work, community organizations man display booths to inform and recruit, musical performances are continuous from the Park bandshell and vendors provide food, beverages, balloons and other goodies for kids. Clowns enliven the proceedings.

Entertainment and Dining Out.

Leisure time can be enjoyed in many ways other than spectator sports, special events or participation. Many enjoy their free time dining out, listening to live music or entertainment, or having fun on thrill rides at a theme park. All of the above are well supplied in Charlotte.

Concerts by nationally prominent performers are regularly scheduled at



the Charlotte Coliseum, Ovens Auditorium, Spirit Square and other smaller facilities. Clubs draw fans of jazz, country, rock and bluegrass music. Several comedy clubs draw both comedians and would-be comedians looking for the big break.

Carowinds Theme Park, located on the state line between North and South Carolina, offers fun for both young and old. Thrill rides, entertainment and concerts from the recently expanded Palladium are enjoyed by over one million visitors each summer.

Dining out in Charlotte has become an international experience. The biggest problem is deciding what and

where to eat. Your choices are almost infinite. Ethnic and regional choices include Cajun-creole, Charleston low-country, Virginia Tidewater, black ethnic and southern farm fare. They are joined by southwest flavors of Texas barbecue and chili, mesquite flavored beef and chicken and the spicy, south-of-the-border temptations of Mexico.

Oriental and Asian cuisine now comes in multi-ethnic numbers. Long favored Chinese and Japanese food is joined by Vietnamese, Korean, and Thai embellishments, Indian, Pakistani and other mideast derivations.

The European trio of Greek, Italian

and French cuisines are served with great variety in Charlotte. Even the Caribbean cooks are represented with their tradition of hot, spicy flavor.

So prepare your palate. Check your directions and head out to the taste treat you most desire.

CAROLINAS PARTNERSHIP

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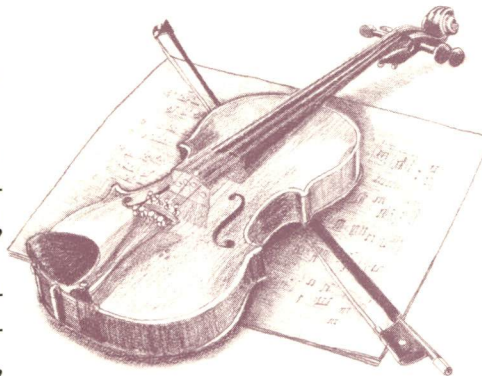
Charlotte

Alive With The Arts

Arts & Science

A key element of a city's quality of life is the emphasis given by the community to cultural opportunities for its citizens. Charlotte's commitment to the arts, however measured, is among the nation's finest. The level of financial support, the broad-base of giving by citizens, the attendance at major and minor events, the number and diversity of cultural organizations which provide both spectator and participation opportunities are all evidence of a community attuned to and appreciative of a healthy and diverse cultural climate.

The most important aspect of that climate is agreement among business, government and taxpayers



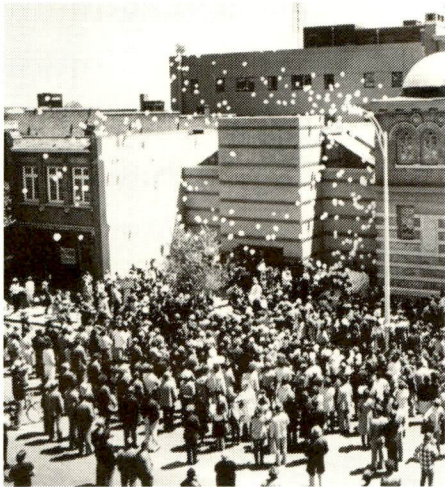
that the arts and sciences are necessary for an enlightened and stimulating community. That commitment is the driving force behind Charlotte's long history of support for both arts and science organizations and the facilities in which to house them. The facilities provide focal points for audiences to experience and to celebrate the joy that

art brings to life.

With commitment, broad financial support, a positive consensus among business, government and community, and the involvement of the public, Charlotte's lead arts and cultural organizations are setting new standards of excellence. In turn, other organizations are challenged to improve their performances.

An Arts and Science Council, in place for years, provides coordination and financial support for over 50 cultural and science organizations with a yearly united campaign. In 1990, the Council raised \$2.3 million, ninth largest campaign in the country and third highest in per capita giving.



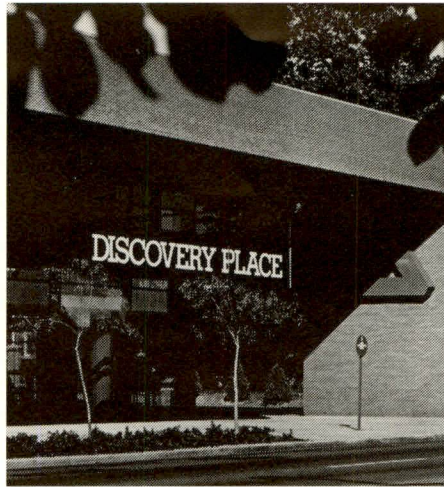


The decade of the eighties in Charlotte was marked by an explosion of progress in growth, quality and diversity. As the economy forged ahead, so did the arts. Today's activities in the communicating, visual, musical, theater, dance, literary and scientific arts have reached a new high. Tomorrow's possibilities are even more exciting.

As with any cultural community, several organizations are dominant in terms of size, professionalism, support and national reputation. Charlotte supports its own symphony orchestra which has toured abroad. There is a regional Opera company, a nationally renowned science museum and a regional art museum, selected as one of seven locations for the Rameses touring exhibit in 1988-89.

The most recent leap forward for the Charlotte artistic community was the May, 1990 announcement that the North Carolina Dance Theatre is moving its home, after 20 years, from Winston-Salem to Charlotte. The ballet company is perhaps the best known North Carolina professional performing arts group both nationally and internationally. Charlotte's professional arts community is now complete with symphony, opera, ballet and theater.

For each of the larger organizations, however, there are a dozen other groups providing a myriad of cultural opportunities. The Arts and Science Council will be happy to provide information and directions to any of the

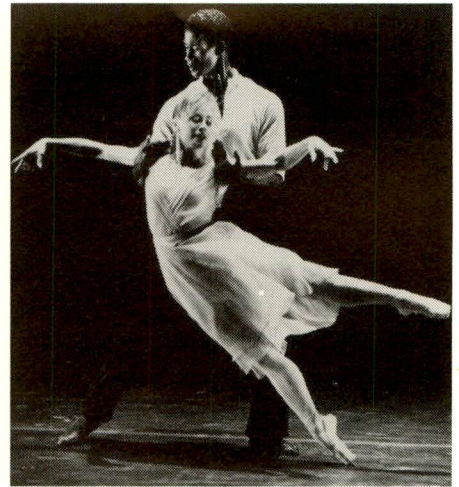


activities one might find of interest. Please call the Arts and Science Council at 372-9667.

The North Carolina Performing Arts Center at Charlotte.

In 1992 Charlotte unveils the crown jewel to its arts scene, the \$55 million North Carolina Performing Arts Center at Charlotte. The five-level, 177,000 square foot Center will feature a 2100 seat performance hall, a 450 seat theater, numerous rehearsal halls and rooms for artists and other facilities. Design consultants include the world-renowned architect Cesar Pelli. More than 50 local and regional performing arts groups already plan well over 500 performances annually. The Center will provide permanent facilities for such organizations as the Charlotte Symphony and Opera Carolina.

The Center is unique in that it is funded by state and local government, business and the public. Part of the public fund-raising campaign is the creation of a \$10 million endowment fund to support artists and arts organ-



izations in the 14 surrounding counties and operating support for local cultural organizations.

The Charlotte Symphony Orchestra.

Founded in 1932, today's Charlotte Symphony Orchestra, under Music Director Leo Driehuis, has matured into a fully professional regional orchestra which performs year-round. A 41-week regular season includes two classical subscription series, a Cabaret series, a Lollipop series for children, "Sidewalk" concerts in hospitals, bank lobbies, malls and nursing homes, and performances in a 14-county area of the Piedmont. The Summer Pops Orchestra performs six free outdoor concerts each summer in Freedom Park and a series of concerts at Carowinds Theme Park. The Symphony also performs at special events such as the annual "Nutcracker" at Christmas. 1415 South Church Street, Charlotte, 28202. 332-0468.

Opera Carolina.

Opera Carolina is a resident opera company with an annual season of four productions. Its growing national reputation attracts major operatic performers and artistic personnel to each of its two performance productions at Ovens Auditorium. The Charlotte Symphony Orchestra provides accompaniment.

Opera Carolina is committed to one major touring production each year with orchestra for performances at



schools and community groups throughout the Southeast. 345 North College Street, 28202. 332-7177.

Cultural organizations require unique facilities in which to perform or display their work. Charlotte has insured a nurturing environment for its artists and organizations with a variety of facilities for their use. Among the principal sites are the following:

The Mint Museum.

The Mint Museum is a unique combination of history and art activities. The building, originally located in Uptown Charlotte, is of historic value having served as the first branch of the U.S. Mint. It was saved from destruction by a citizen's committee in the 1950's and moved to its present site to serve as the community art museum.

Today, The "Mint" is visited by over 200,000 persons each year who participate in special exhibitions, lectures, films, classes, workshops and special events. An outreach program provides in-school programs. The museum was one of seven in the United States chosen by the Egyptian government for the exhibition of "Rameses the Great: The Pharaoh and His Time" from October, 1988 to January, 1989. Over one million visitors came to view a 70-object panorama of ancient Egyptian times in the 13th century B.C.

Permanent collections include im-



portant American and European paintings, the Delholm Collection of pottery and porcelain which includes ceramics from ancient Chinese dynasties to 18th century American and English wares and the Dalton collection of important holdings from primarily European artists. There is pre-Columbian art, African art, American pottery, coins and currency of the Carolinas including gold coins minted in Charlotte, and Piedmont historic artifacts. The Mint is located at 2730 Randolph Road, 28207. 337-2000.

Discovery Place.

Discovery Place is a nationally famed hands-on museum of science and technology where children and adults are encouraged to touch, think and involve themselves in exhibits which demonstrate the natural, physical and biological sciences. The community has invested more than \$11 million in the modern facility with new additions and expansions planned. Among the most popular demonstrations are the Tropical Rain Forest, complete with showers, birds and animals; an ocean-side Touch Pool, Science Circus and Ocean Aquarium.

Science Museums of Charlotte, which operates Discovery Place, also administers Charlotte's Nature Museum, an innovative setting for the study of natural sciences. Among its attractions are a Nature Trail, the Kelly Planetarium, an Earth Ecology Hall and a Puppet Theater. A mobile Nature



Lab takes natural sciences to schools and community groups.

Discovery Place is located at 301 North Tryon Street, 28202 (372-6261).

The Nature Museum is located at 1658 Sterling Road, next to Freedom Park, 28209 (372-6261).

Spirit Square.

With the architecturally-unique former First Baptist Church as its nucleus, Spirit Square opened its doors in 1976 as a multi-arts complex for use by the entire community. With generous gifts from various sources, the facility has continued to expand. Most recently, a \$6.5 million renovation has transformed what was a collection of old buildings into a strikingly beautiful monument to public-private financial support, a celebration of citizen participation in cultural activity and a focal point for artists groups, exhibits, performances, classes, studios and rehearsals.

Spirit Square encompasses three buildings which provide three performance spaces, four galleries, classrooms, studios, reception areas and a gift shop. The 800-seat NCNB Performance Place is the former church sanctuary, adapted as an intimate auditorium noted for its pure acoustics. Joel Grey, Mel Tormé, Cleo Lane and many other internationally acclaimed artists have performed there.

Programs include classes, demonstrations, workshops, performances



and exhibitions. Rehearsal areas and office space support local artists and arts organizations.

You'll find Spirit Square at 345 North College Street, 28202 (372-9664)

Afro-American Cultural and Service Center

As with Spirit Square (above), the original Little Rock AME Zion Church was an uptown, historic black church that was restored as a community focal point for black history and cultural values. It is used as an art gallery, a performance place and a resource center for preservation of historic photographs, lore and remembrance of black social and family values.

The Center is located at 401 N. Myers Street, 28202 (374-1565).

COLLEGES AND UNIVERSITIES

Five colleges and universities in Mecklenburg County provide a diverse catalogue of artistic and scientific opportunities for persons seeking further education or for those seeking performances in music, theater and dance.

Central Piedmont Community College is the largest community college in North Carolina, offering a two-year certificate program in fine arts, commercial and graphic arts, crafts, music and other performing arts. Drama productions and music events are open to the public. Elizabeth Avenue at Kings Drive, 28204 (342-6566).

Davidson College, a four-year liberal arts, private college with departments of music, drama, speech and art. Located in Davidson, north of Charlotte, programs open to the public include recitals, theater productions, lectures, monthly exhibits and contemporary entertainment. Davidson, NC, 28036 (892-2000).

Johnson C. Smith University is a four-year liberal arts, private university offering degrees in communicating arts and music education. 100 Beatties Ford Road, 28216 (378-1000).

Queens College is a four-year, liberal arts, private college offering instruction to all ages in piano, voice, string, flute and other instruments. Public programs include art exhibitions, recitals, drama productions and numerous performing events. 1900 Selwyn Avenue, 28274 (337-2200).

The University of North Carolina at Charlotte is part of the Greater University System of North Carolina. Its Performing and Visual Arts Departments offer programs in art, dance, music and theater. Highway 49 North, 28223 (547-2201).

MASS ELECTRONIC MEDIA

Charlotte offers an unusual choice of electronic programming of fine arts. Three community cable systems (located geographically within the county) offer such channels as Arts and Entertainment, Bravo, Discovery, Home Theater, Lifetime, The Learning Channel and others. Two FM sta-

tions and two television stations operate as non-profit outlets for either independent programming or as outlets for National Public Radio and Public Broadcasting.

WDAV is affiliated with Davidson College and programs classical music daily at 89.9 Kz. 892-8900.

WFAE (90.7) is a National Public Radio affiliate offering jazz, news and public affairs. 549-9323.

WUNG, Channel 58, is a part of the statewide University of North Carolina public television network with programming originating in Chapel Hill and Raleigh studios. The system offers educational, adult education and a range of popular programming in the evening. P.O. Box 3508, Chapel Hill, NC, 27515-3508 (919-549-7000).

WTVI, Channel 42, is a community-owned, non-profit station offering local educational programming to the public and private schools, community affairs, PBS programs and other arts and entertainment. It is supported by community fund-raising and local government grants. P.O. Box 18686, 28218 (372-2442).

Charlotte
C H A M B E R

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10/90/20M

Charlotte

Quality, Cost-Efficient Health Care

The availability of quality, cost-efficient health care has long been a highlight of Charlotte-Mecklenburg's economy and quality of life. An established base of competent physicians, dentists, nurses and paramedical personnel, hospitals, free-standing specialty services, nursing homes, home health care, mental health and other related disciplines, has positioned the city as a recognized and respected regional health care center with nationally and internationally celebrated specialists and services.

Even more impressive is the delivery of quality health care services at costs below both state and national averages. Early recognition in the community of future cost problems and cooperative efforts to dampen excessive cost increases have resulted in reasonable costs, thoughtful use of services by physicians and efficient hospital management.

Quality Physicians and Dentists

The Mecklenburg County Medical Society has some 800 members with specialties and/or practices in every



known medical discipline available in the United States. Those specialties include family practice, internal medicine, cardiology, surgery, urology, psychiatry, neurology, radiology, obstetrics-gynecology, and others. In addition, a graduate medical education program at Carolinas Medical Center draws highly talented medical school graduates to serve their internships and residencies before entering private practice. The program, operating for several decades, currently employs over 140 young physicians.

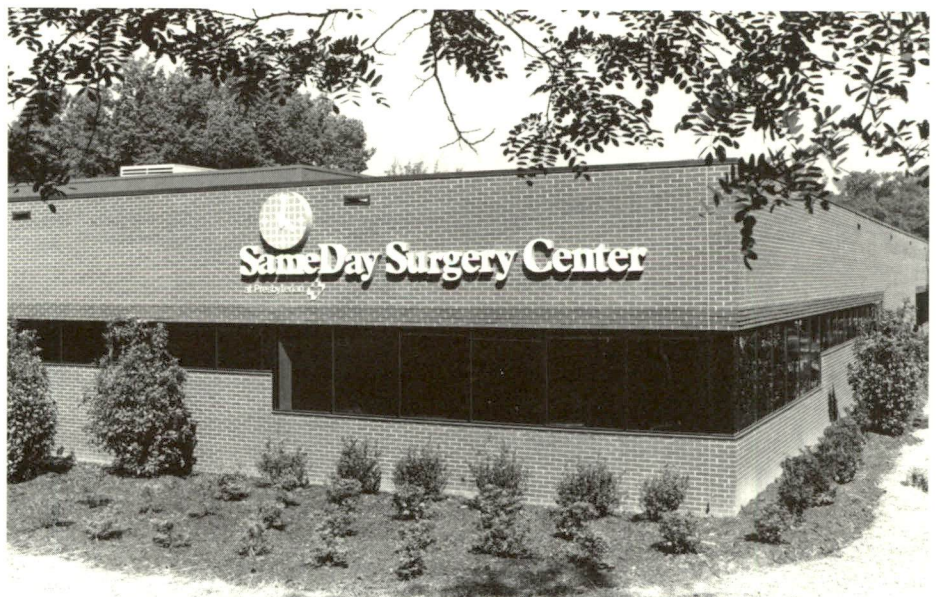
A number of physicians practicing medicine in Charlotte have achieved national and/or international prominence in their fields.

Charlotte is served equally well by the more than 240 members of the Charlotte Dental Society. The number of specialty practices in dental techniques and procedures is impressive.

There are a number of group practices in both physician and dental fields in Charlotte. Several provide multiple locations throughout the county for the convenience of their patients.

Medical Education, Research and Technology

Charlotte-Mecklenburg is a regional medical center with impressive medical education, research and technological facilities and resources. For almost a quarter of a century, a graduate medical education program for physicians and dentists at Carolinas Medical Center has given hundreds of medical school graduates their residency training in family practice, obstetrics/gynecology, general surgery, emergency medicine, internal



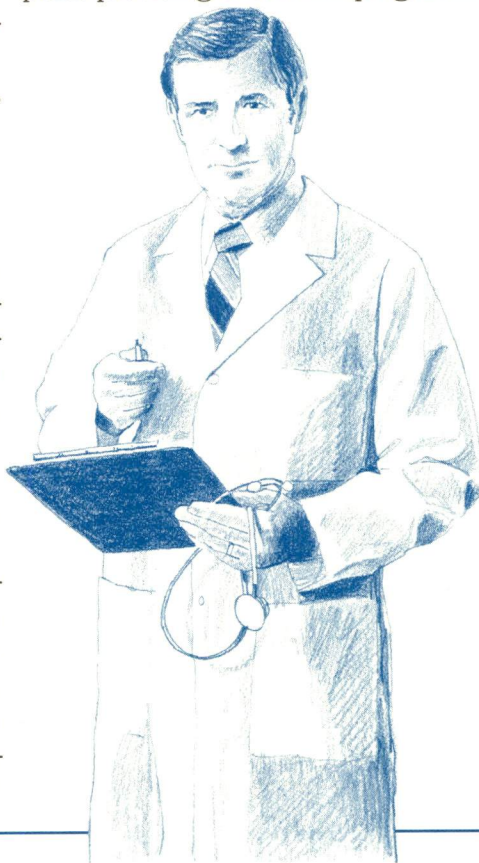


medicine, pediatrics, orthopedics and dentistry. In 1990, 32 medical school graduates will begin the 26th consecutive year for filling each existing vacancy in the program. Many, upon completing their residencies, relocate within the region, assuring a continuing supply of qualified, well-trained professionals.

Five nursing schools provide a continuing supply of young professionals with the latest in nursing education. The University of North Carolina at Charlotte and Queens College offer four-year degree programs. Central Piedmont Community College offers a two-year associate degree program and Presbyterian and Mercy Hospitals offer three-year diploma programs. A sixth nursing school is being added at Carolinas Medical Center in 1990.

It is in the area of research and technology that Charlotte has achieved regional and national notice. Heart research on the causes and treatments for heart disease has been underway in Charlotte for over thirty years. The nation's first artificial seamless tube to replace arteries was developed by the Heineman Foundation and physicians with the Sanger

Clinic and used here in the fifties. Heart transplantations began here in 1986. Laser technology was first used in 1987 to open blocked arteries. Charlotte has developed as a center for cardiac catheterization and open-heart surgery with Carolinas Medical Center, Mercy and Presbyterian hospitals providing successful programs.



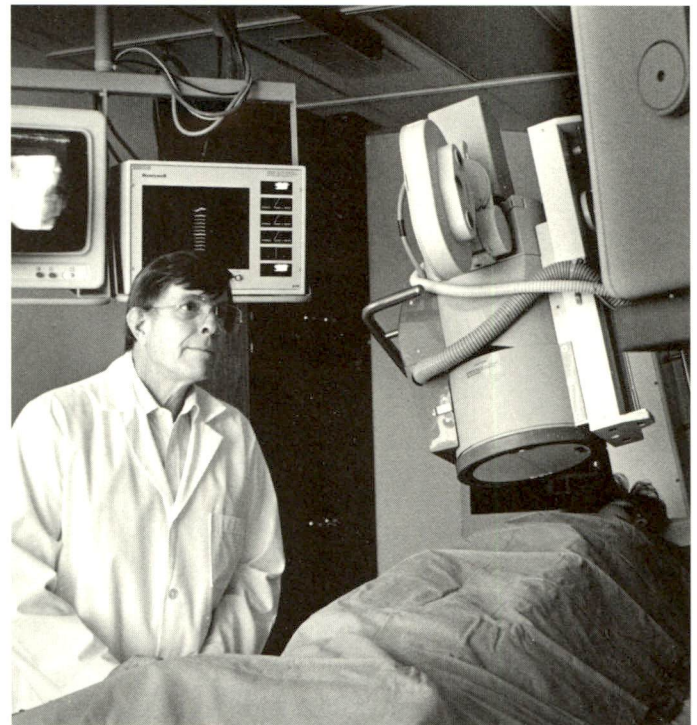
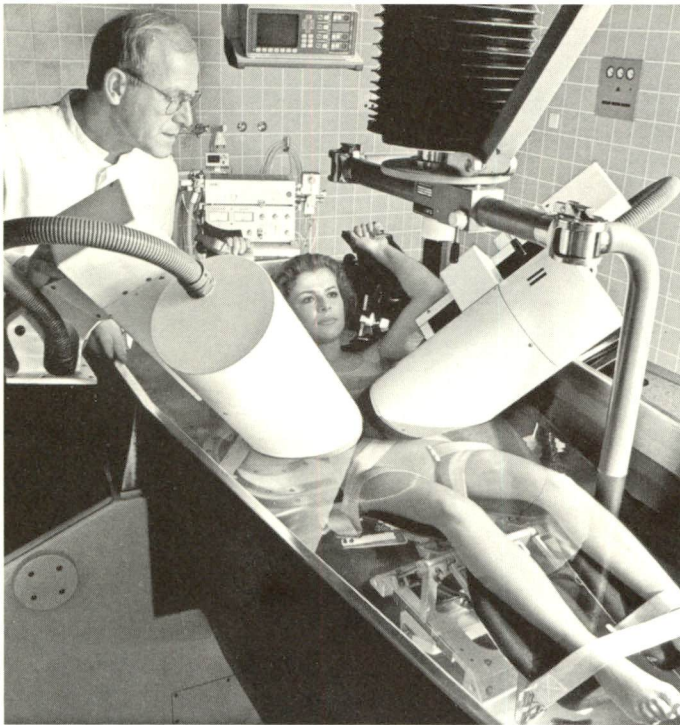
In 1988, more than 2,000 open-heart surgeries were performed in Charlotte along with more than 4,000 heart catheterization procedures.

Charlotte hospitals were among the first in the nation to pioneer outpatient surgery.

Other advanced medical research and technological capabilities in Charlotte include genetic counseling, in-vitro fertilization, laser eye surgery, infertility, Magnetic Resonance Imaging, Lithotripter (non-surgical elimination of kidney stones using shock waves), extracorporeal membrane oxygenation (ECMO) for treatment of newborns with severe lung problems, air ambulance and regional trauma facilities.

Major Health Care Facilities

Five general acute care hospitals, seven specialty care hospitals and 14 long care facilities serve Charlotte-Mecklenburg and the region. Acute care beds total 1,982 and specialty hospital beds total 582. The 19 long-term care facilities have 1,140 skilled nursing beds and 554 intermediate care beds. The number of health care beds allowable in the three categories is determined by the State of North



Health Care: A Major Industry

*Health care in Charlotte-Mecklenburg ranks 8th in size in terms of employment and annual payroll.**

Employment Category	No. of Employees	Annual Payroll (Millions)
1. Manufacturing	55,991	\$1,430
2. Transportation	43,190	1,319
3. Wholesale	35,467	1,084
4. Services (other)	63,643	1,043
5. Finance, Insurance, Real Estate	32,925	868
6. Retail	58,350	715
7. Construction	27,007	634
8. Health Care Services	13,204	372

**1988 County Business Patterns*

Carolina based on population, projected census and length of stay data.

The five general acute care hospitals are operated as not-for-profit corporations. Three are private while the other two are part of a quasi-public hospital authority appointed by the Mecklenburg County Board of Commissioners.

The seven specialty care hospitals, representing both public and private ownership, provide orthopedic surgery, rehabilitation, ear, nose and throat, substance abuse treatment and psychiatric services. Long-term care facilities are a mix of public and private facilities with ownership by

churches, the Charlotte-Mecklenburg Hospital Authority and private corporations.

Freestanding Clinics and Medical Services

Charlotte has long been a leader in the use of outpatient services without accompanying hospitalization. Today, there are freestanding emergency medical clinics, outpatient surgery centers, sports medicine clinics, and physical therapy practices to name a few. Home health care has expanded both in terms of services offered and the number of organizations offering such services to patients.

Cost Containment

The approaching crisis in escalating health care costs was diagnosed in Charlotte very early. In 1982, the Mecklenburg County Medical Society initiated a dialogue among physicians, employers, hospitals, local government, the Chamber of Commerce, United Way and civic organizations which resulted in the formation of a comprehensive cost management plan, funded initially by the Robert Wood Johnson Foundation, a nationally prominent foundation dedicated to fostering medical knowledge and improved health care.

The Council on Health Costs, Inc., a non-profit corporation, was formed to operate a variety of cost management programs designed to ensure the provision of high quality, cost effective health care not only in Charlotte but throughout the Carolinas.

Three key programs are offered: PreAdmission Review (PAR), the nation's only community-unified comprehensive hospital utilization management program. Program of Affordable Care for the Elderly (PACE), provides case management expertise and other projects designed to ensure appropriate, cost-effective

care for elderly employees and retirees. Finally, Health Interventions is a comprehensive program of counseling and other professional assistance for those with personal problems or in need of care for alcohol, drug abuse, mental illness or other behavior-related problems.

The Council, with its community-driven effort to manage health care costs, is unique in its voluntary, cooperative approach and is a model for other states and communities.

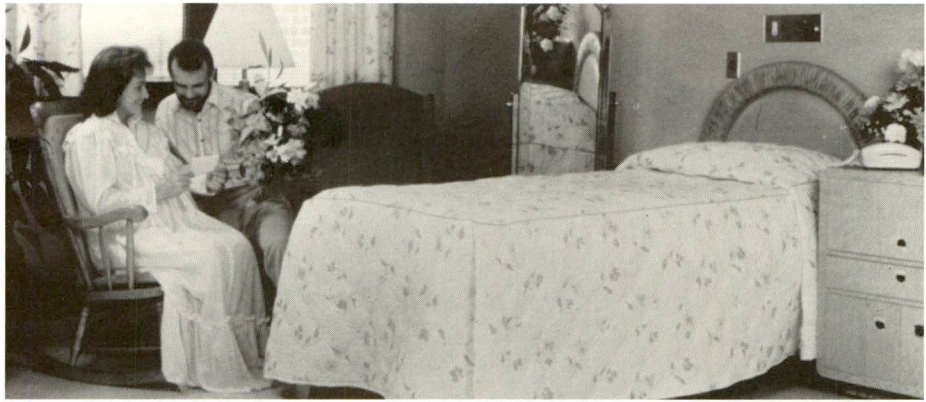
Below Average Costs

Above average health care is delivered in Charlotte at costs well below national averages for comparable care. The cost of an acute care hospital bed in Charlotte for 1989-1990 ranges from \$214 a day at Mercy Hospital to \$233 a day at Presbyterian Hospital. Carolinas Medical Center rate is \$229. The annual increase in rates for the year average 11.67%.

The rates for Charlotte hospitals were significantly below those for other major North Carolina hospitals including Duke Medical Center (\$335), North Carolina Baptist Hospital (\$260), and North Carolina Memorial Hospital (\$310).

Charlotte costs for a physician's office visit were \$40.50 and a visit to the dentist \$37.40*.

**current average daily rate, semi-private room, General Practitioner consultation fee, teeth cleaning/inspection, no X-ray or fluoride treatment.*



Directory of Services

*The following is a general directory of services discussed in this publication.
For more specific information contact each or all of the following:*

Mecklenburg County Medical Society
(704) 376-3688
118 Colonial Avenue, 28207

Charlotte Dental Society
(704) 358-8303

Council on Health Costs, Inc
(704) 334-7656
730 E. Trade Street, 28202-3021

Hospital; General Acute Care:
Carolinas Medical Center
(704) 355-2000
1000 Blythe Boulevard, 28203
P.O. Box 32861, 28232
(825 beds)

Mercy Hospital
(704) 379-5000
2001 Vail Avenue, 28207
(371 beds)

Mercy Hospital South
(704) 543-2000
Highway 51 & Park Rd., 28210
(85 beds)

Presbyterian Hospital
(704) 384-4000
200 Hawthorne Lane, 28204
(642 beds)

University Hospital
(704) 548-6000
W.T. Harris Blvd. at U.S. 29 North
P.O. Box 560727, 28256
(130 beds)

Hospitals; Specialty
Charlotte Rehabilitation Hospital
(704) 355-4300
1100 Blythe Boulevard, 28203
(88 beds)

Amethyst Treatment Center
(Substance abuse, addiction)
(704) 554-8373
P.O. Box 240197, 28224
1715 Sharon Road West, 28210
(64 beds)

Charter Pines Hospital
(Psychiatric services)
(704) 365-5368
1-800-332-7463
P.O. Box 221709, 28222-1709
3621 Randolph Road, 28211
(60 beds)

CPC Cedar Spring Hospital
(Psychiatric & chemical dependency services)
(704) 541-6676
9600 Pineville-Matthews Road,
Pineville, 28134
(70 beds)

Mecklenburg Mental Health Hospital
(Psychiatric)
(704) 375-3575
501 Billingsley Road, 28211
(66 beds)

Orthopaedic Hospital of Charlotte
(704) 375-6792
1901 Randolph Road, 28207
(166 beds)

Presbyterian Specialty Hospital
(Eye, ear, nose, throat)
(704) 384-6000
1600 E. Third Street, 28204
(68 beds)

Government Health Agencies:
Mecklenburg County Health Department
(704) 336-6400

Environmental Protection Department
(704) 376-4603

Mecklenburg County
Emergency Medical (MEDIC)
(704) 336-3400

Mecklenburg Mental Health Services
(704) 336-2023

Charlotte
C H A M B E R

Post Office Box 32785
Charlotte, North Carolina 28232, U.S.A.
Telephone (704) 377-6911
FAX (704) 374-1903

11/90/20M

William L. Spencer
President

FOUNDATION FOR
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301 S. Brevard St. Charlotte NC 28202
Phone: (704) 376-9541 Fax: (704) 376-1243



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FOUNDATION FOR
THE CAROLINAS

NEWS RELEASE

CONTACT: Marilyn M. Bradbury, Vice President

March 31, 1992

FOR IMMEDIATE RELEASE

**FOUNDATION FOR THE CAROLINAS
SELECTED FOR NATIONAL PROGRAM**

The Foundation For The Carolinas has been selected as one of six organizations in the country to receive a national technical assistance grant to build increased awareness of the needs of children in the community.

The grant is being made by the Coalition of Community Foundations For Youth in Boston, and the technical assistance will be provided by the Children's Defense Fund of Washington, D.C.

The Foundation will be working with the United Way of Central Carolinas, the Council for Children and other local organizations concerned about the well-being of children in this effort.

The focus of the technical assistance will be a Child Watch Visitation, a program of the Children's Defense Fund that has been used with success nationally. The visitation, which will take place next fall, will offer community leaders first-hand insights into the needs of children through on-site visits to various local programs. Development of a follow-up plan to keep children's issues before the community is also part of the assistance.

"We are honored to be among six sites selected for this program," says Robin L. Hinson, chairman of the Foundation's Board of Directors. "This most valuable technical assistance will complement the Foundation's Strengthening Families Initiative and will be coordinated with other community efforts addressing critical needs of children."

The Strengthening Families Initiative, announced in January, is a three-year \$500,000 program to fund a continuum of neighborhood based services for at-risk preschool children and their families in the Piedmont Courts/Belmont Neighborhood.

(more)

**Foundation For The Carolinas
Selected For National Program
March 31, 1992
Page 2**

Other sites receiving national technical assistance grants are the State of Arizona, Kansas City, Jacksonville, FL, Santa Clara, CA and Madison, WI. While no monies come directly to participating communities, the value of technical assistance available is estimated at \$100,000.

John F. Ramsey, co-chair of the Coalition of Community Foundations For Youth and vice president of the Boston Foundation, says, "We are working together to examine what works on the local level and use that knowledge to drive action campaigns for real changes in public policy."

The Coalition of Community Foundations For Youth is made up of several dozen local and regional coalitions formed to foster structural public policy changes for issues affecting youths. They include community foundations, advocacy groups, public policy makers, youth service organizations, business leaders and other philanthropic organizations such as the local United Ways.

Activities of the coalition of Community Foundations For Youth are made possible in part by a three-year grant from The Rockefeller Foundation.

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The speed of dark

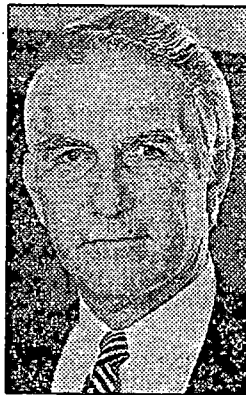
■ BellSouth chief's remarks ought to inspire community to find the resources to meet the needs of its children.

We know the speed of light, the man said into the phone, but "what is the speed of dark?" How fast does the dark rush to take over? The columnist who reported overhearing the anguished conversation concluded that she was sure of just one thing: "We are traveling at that speed this very minute."

That was the story that BellSouth Chairman Franklin Skinner used to begin his speech to the annual meeting of the Foundation for the Carolinas Wednesday. He went on to recount the news that makes the darkness seem close indeed; not just the statistics on children in poverty, but heartbreaking stories from real life: Xavier Bennett, an 8-year-old honor roll student, killed in his bed by a police officer's bullet fired in an exchange of gunfire with a suspected drug dealer.

The situation, he said, "represents a threat to the ideals, the prosperity, the very future of our nation — an internal threat that I think far exceeds any external threat that I know of."

Though Mr. Skinner now lives in Atlanta, he was speaking to men and women he knew well from his days as head of Southern Bell here.



Skinner

His message to his old friends was very personal:

1. Accept as an individual responsibility the need to help improve the well-being of our young people. He quoted a definition of responsibility as being where need and resources meet.

2. Be aware of the needs, and the opportunities to help, beyond what government does. How? "It is important that as business and professional people we think about the personnel policies and practices of our firms and look for ways that policies, work schedules, job modules or work-site practices might be made more flexible to aid working parents — especially single parents — in properly caring for their children."

3. Act personally. As an example, he cited the commitment of his wife, Ruth Ann, to teach an illiterate single parent to read.

There is light, as he noted in citing examples from the foundation's work. And there is hope: "Even the tiniest light can alter the speed of the darkness — and, indeed, stop it dead in its tracks."

Amen. If responsibility is where resources meet need, then the community — including its local government — must do more than just say it wants to improve the lives of its children. And if poverty, social disintegration and despair constitute an internal threat greater than any external one, then the community's response must be more than token.

Remarks of B.F. Skinner
Annual Meeting Keynote
Foundation For The Carolinas
April 8, 1992

Thank you Robin, and to all of you a most heartfelt thanks! This is a special treat for Ruth Ann and for me -- and we're deeply grateful to you for providing it.

One of North Carolina's most famous citizens--Thomas Wolfe--wrote "You can't go home again," but as deeply as his experiences ran, he must not have known this area of his native state.

You've made us feel completely at home in this wonderful community that has meant so much to me and to our family for so many years now.

I'm grateful for your invitation not only because it provides such an enjoyable opportunity to be with so many good friends... but also because of the opportunity it affords to salute the work of The Foundation for the Carolinas and to underscore the great need in our nation today for the heightened social consciousness you so clearly demonstrate.

The need for that heightened level of social consciousness is more evident every day... by what we see, read and hear.

But I was struck by a recent piece by columnist Linda Ellerbee entitled, "The Speed of the Dark," which appeared in the Atlanta Business Chronicle in February.

Linda Ellerbee wrote in this column about being on a flight from Los Angeles to New York. During the flight there was a man sitting behind her who was constantly making phone calls--a half dozen or so from 30,000 feet in the air--and she could not avoid hearing parts of the conversation.

If you happened to read the column you know that it was the topic of conversation that particularly caught her attention.

He asked each person he called the same question --

What is the speed of dark?

He would quickly volunteer that he knew the speed of light and the speed of sound, but over and over he asked, "What is the speed of dark?" How fast does the dark rush to take over? He seemed tense about it as if he simply had to know.

As far as I know, he never got the answer, but it's an intriguing and powerful question.. for all about us we see so much darkness.. and it seems to rush in at times with incredible speed.

Every day there are news stories having to do with the scourge of drug abuse and the terrible, tragic toll it is taking.

We see increased evidence of human suffering in a growing population of homeless people, and we are jolted by the AIDS epidemic and its ramifications for the future.

We are concerned about crime rates in our cities, disappointed, even angered, by unethical conduct by people in positions of trust... and the list seems endless.

Linda Ellerbee concluded her column with this provocative thought: "What is the speed of dark? I wanted to tell the man sitting behind me on the airplane that I don't know the answer, but I'm fairly sure of one thing. We are traveling at that speed this very minute."

Let that thought lean on you a bit.

About the time Linda Ellerbee's column appeared, there was another story.

It was about little Xavier Bennett, age 8, an honor roll student who was asleep in his own bed when he was struck by a bullet fired by a policeman in an exchange of gunfire with a suspected drug dealer.

For this little boy, the speed of dark was very, very swift. It came with the speed of that bullet which struck him in the throat. It was only a matter of minutes before he died in his mother's trembling arms managing only one gasping word -- "Mommy!"

It's tragic, but stories like that are appearing with stunning regularity in the cities all across our nation... the land of the free, the home of the brave!

While the speed of dark was swift for Xavier Bennett, for countless American children, it comes more slowly.

Based on reports from the Federal Government...

- 5.5 million American children under age 12 are hungry.
- An estimated 100,000 children go to sleep homeless each night.
- Children remain the poorest group of Americans with the poverty rate for all children under the age of 18 climbing to 21 percent in 1990.
- Child abuse has been declared a national epidemic. It's estimated 25 percent of all females are sexually abused by the time they're 18.

I could go on, the statistics abound, and they tell a terrible tale of tragedy in our nation.

Now, surely the plight of American children today is not our only social crisis. I mentioned other severe problems earlier. But I cannot find one more serious, more tragic, nor one more frightening in terms of its long-term consequences for our society.

Some quickly respond that it's not a new problem for our society, but one that's always been here. And there's an element of truth to that.

Socrates, who lived between 469-399 B.C., said, "Could I climb the highest place in Athens, I would lift my voice and proclaim: Fellow citizens, why do you turn and scrape every stone to gather wealth, and take so little care of your children, to whom one day you must relinquish it all?"

And our history books tell us that children have had their share of suffering... for example in the sweatshops of the Industrial Revolution! But the facts are that never in history have so many children spent so much time alone without an adult parent and faced so many threats to their physical and mental health.

A few weeks ago, President Jimmy Carter spoke to the Rotary Club about the Atlanta Project -- an initiative he has launched that will address the multitude of social problems that afflict the economically depressed families in the Atlanta community. It's an exciting and very commendable effort.

One of the worst neighborhoods in the city is near the Carter Presidential Center, and that's where President and Mrs. Carter have chosen to concentrate their efforts first.

President Carter spoke of a conversation he had with a school principal there who told him the ambition of the young boys in junior high is to own an automatic weapon while the ambition of the young girls there is to be pregnant and to have a baby. He said the primary target of drug pushers and pimps is sixth grade girls.

- They're weaker and can't resist.
- Sex with them is cheaper.
- And, they're young enough to be relatively free of AIDS.

We can shrug and say well that's Atlanta ... But the mounting problems that children face are, of course, not isolated in one community. And the situation is aggravated by the fact that more and more children are being raised in families with only one adult to meet the demands of parenthood.

And as most everyone knows, parenting is not easy even for two.

I suspect many of us share the sentiments of John Wilmot, the Earl of Rochester, who back in the 17th century said:

"Before I got married, I had six theories about bringing up children; now I have six children and no theories."

Over the last several decades, rising divorce rates and births to single women of all ages have dramatically increased both the number and percentage of children being raised in one parent families.

In fact, one in five children now lives in a single parent family... that's about twice what it was 20 years ago.

Three out of 10 babies born in 1989 were born to single mothers... almost one-third of them to teenagers who were themselves still children.

We have at our church a basketball league for children in an economically depressed neighborhood. Under the direction of 12 volunteers, 44 children practice and play regularly. The church is, of course, not doing this to teach basketball, but as a way of saying we care... we really care.

A few Saturdays ago after a game, one of the coaches invited all the little boys to go for pizza.

One youngster had enjoyed an unusually good game and his fill of pizza, and he couldn't wait to tell someone at home about the points he had scored... the fun he'd had.

But when the coach took him home, he was met at the door by his 70 year-old grandfather, wearing a lady's dress, high on cocaine!

Can you imagine the disappointment;
-- the embarrassment;
-- the disillusionment;
-- the anger?

It was Dr. Karl Menninger who made the statement:

"What's done to children they will do to society."

And it's only at our peril that we ignore that warning.

No economic level, no racial or ethnic group, no neighborhood area or state is immune to the problems facing our young people.

That's borne out by a study report that I received just last week from the Center for the Study of Social Policy. It's the 1992 edition of the "Kids Count Data Book." While it includes individual state profiles of child well being and a state-by-state ranking, rather than commenting on individual state performance, let me quote from the foreword:

"We begin this report with a focus on what may add up to one of the most pivotal social developments in late 20th century America -- the change in the capacity of typical families to raise their children well. The facts and figures document what many Americans know intuitively.

"Families today have fewer resources to provide for their children, less time to devote to their nurturing, fewer informal supports and more anxiety about their children's futures."

The 1992 Kids Count Profile reveals a nation failing to keep pace with the needs of its youngest citizens. Over the 1980's we made no progress -- or slipped backwards -- in 7 of 9 measures of child well being.

- Child poverty expanded.
- Births to unmarried teens climbed.
- More children are living in families with only one parent.
- More babies are being born at risk being underweight.
- We made no progress in graduating young people from high school on time.

- The chances that a teenager, particularly an African-American teen, will die as a result of an accident, suicide, or murder, rose.
- And more young people are required by juvenile courts to spend formative years away from their families because they're in trouble.

Our only advance has been in reducing the death of infants and children... though that progress has not been shared equally.

From this it would seem that darkness, whatever its speed, is gaining on us. And it's a sobering picture... A situation which represents, I believe, a threat to the ideals, the prosperity, indeed the future of our nation... an internal threat far greater than any external threat I know of.

So what do we do?

Friends, I'm not going to attempt the high wire act of prescribing the remedies to such a complex set of issues. I'm not capable of that.

In fact, when I think of the difficulty of the problem and contemplate the possible choices, I think of what Yogi Berra, that great philosopher and New York Yankee Hall of Famer, once said:

"When you come to a fork in the road, take it!"

My answer to the question of what we should do is no more adequate than ole Yogi's advice.

But there are some things we would each do well to think about.

First, the problems facing young people are ones we must all face and do our best to solve.

Let me be very honest and confess that when I read about little Xavier Bennett, heard the coach's report about the little boy playing basketball, and listened to President Carter's replay of comments from the junior high school principal, my first thoughts were the same in each case... things are bad in the low-income neighborhoods and I subconsciously tried, I think, to isolate the problem there.

Certainly the problems are more severe there. But the truth is the plight of children today is not restricted to the welfare housing units.

And even if it were, that wouldn't change the fact that a significant portion of the population of this nation is hurting... indeed a very precious and fragile portion, and the consequences can be devastating. And I feel sure there's not even one of us here who could shrug it off and say it's a shame, but it doesn't affect me.

That suggests to me then, that there are some things we each should do. The first of which is To accept as an individual responsibility the need to help improve the well-being of our young people in whatever ways we can.

It has been said that when need and resources meet, there is responsibility. It seems to me that is clearly the case here.

Quoting again from the 1992 Kids Count Profile Report: "The 1990's offer us a choice -- to do nothing and consign our children to rising risk and in so doing be complicit in their eclipsed futures, or to rise to the occasion and reverse these results!"

If we accept that responsibility, then the second thing we must do is --

To be aware of the needs about us and the opportunities we each have to help meet those needs.

The plight of young people in America cannot be corrected by the Federal Government nor government at any other level acting alone. Government has a role to be sure -- and there are many fine government initiatives under way.

But the need is such that it requires something of all of us.

It is important that as business and professional people we think about the personnel policies and practices of our firms and look for ways that policies, work schedules, job modules or work-site practices might be made more flexible to aid working parents -- especially single parents -- in properly caring for their children.

And there are, of course, countless opportunities for each of us as individuals to contribute our time and resources to help little people.

Accepting responsibility and becoming aware of the opportunity sets the stage for the third thing it seems to me we each should do and that is:

To Act! To personally involve ourselves.

We all can't do big things but each of us can do little things -- and do them in a big way.

There was a story in the Los Angeles Times a while back about a young boy's response to the earthquake that struck Mexico in 1985.

The little Japanese-American youngster decided he would like to do something to help the earthquake victims. When he heard that damages ran into the millions of dollars, he decided he would like to raise a million dollars himself and send it to the victims:

He started going door to door selling post cards for 25 cents.

When he came to one house and presented his case, the man there asked him how much he hoped to raise. Without hesitation the little boy said -- one million dollars! The man responded -- one million dollars! That's a lot of money. Do you expect to raise it all by yourself?

I like the boy's answer -- "no sir, my little brother Timmy is helping me." There is something we can each do.

Ruth Ann has committed to teaching an illiterate single parent to read, confident that by doing so she's helping two generations -- the children as well as the mother.

That kind of involvement works for her and others. But there are countless ways to be a force for good in the the lives of young people!

The important thing is that we do something!

I read some time ago about a survey in which elderly people were asked the question, "If you had your life to live over again, what would you do differently?"

Three answers appeared over and over -- "I would reflect more!" "I would risk more!" "I would do more things that would live on after I'm dead!"

Regardless of our age, in helping children we have an opportunity to make an important contribution that will reach beyond our time on this earth.

Well, why do I take your time to talk to you about a social issue--

-- you who are involved with this Foundation that does so much for so many, distributing hope as you give five to six million dollars a year to important causes?

I do so not only to emphasize the plight of American children and the need for our individual involvement in providing help -- but also to salute you and to underscore the importance of the work of this Foundation.

You have the power to set into motion creative initiatives that will do tremendous good for generations to come. And it was very gratifying to learn that the Foundation for the Carolinas was selected as one of six organizations to receive a national assistance grant to build increased awareness of the needs of children in the community.

You are helping to grow productive lives like those of Monteese Sizer and Tanya Monroe, two young people who are earning college degrees because of scholarships funded through the Foundation.

I saw excerpts from a letter Tanya wrote to the Foundation saying her "Dreams and aspirations are on the road to fulfillment. Through your financial support of my college education," she writes, "I can implement my plans and one day aid others in pursuit of their dreams."

I read of other youngsters who are on their way because of this Foundation -- youngsters whose futures are brighter now because of the Strengthening Families Initiatives.

Mandy, for example was three when she arrived at the Seigle Avenue Pre-school. She could barely speak and wouldn't make eye contact with children or teachers.

Now she tests well for four-year old development and her hand is the first one up when it's time to sing-a-long.

And sometimes a child like Felicia becomes so excited about learning, she passes it on. Felicia made so much progress at Seigle Avenue, her mother went back to school and got her high school equivalency.

These children and many like them have a much better chance now thanks to you.

What is the speed of the darkness? Like the columnist, I don't know. But I do know -- that even the tiniest light can alter the speed of darkness -- and indeed stop it dead in its tracks.

The Foundation for the Carolinas is not a tiny light. It's, of course, a great light -- indeed a multiplicity of great lights.

You'll recall we're told in Genesis that on the first day God said, "Let there be light," and there was light. Yet we're told also in Genesis that it was not until the fourth day that God created the sun, the moon and stars -- so what then was that first light? While we cannot fully comprehend its intensity, we can, I think, be sure that the light of that first day was no ordinary illumination. It was a light to be seen not by human eyes, but with the heart and soul -- it was the inextinguishable light of God's love -- a light of beauty, compassion, and justice!

This is the kind of light that each of you, involved in whatever way with the Foundation, reflect by your commitment to its purposes -- and your efforts to carry them out.

It's a light not only to be reflected, but cherished because it's the key to leaving the world better than you found it.

It's a light that opens the eyes of those who think they see -- as well as those who are foundering in the dark... and gives us the vision for a better tomorrow.

In that magnificent light my friends, and the knowledge it represents -- stand strong -- stand strong!

The Charlotte Observer

ROLFE NEILL, Chairman and Publisher

RICHARD OPPEL, Editor **JOHN LUBY**, General Manager

GENE WILLIAMS, Executive Vice President

ED WILLIAMS, Editor of the Editorial Pages **JANE SHOEMAKER**, Managing Editor

TOM BRADBURY, **JERRY SHINN**, Associate Editors

Editorials

Focus on families

- Foundation for the Carolinas grant focuses on families and children in 2 needy neighborhoods.

Early childhood is not just a pleasant interlude in which children have fun and grow. The informal education that takes place in a family in those vital early years sets a child on a course for failure or success in school — and, ultimately, in life. It is possible for children to overcome early childhoods marred by family turmoil, poverty, inadequate medical attention and insufficient mental stimulation, but very difficult. Such an early childhood leaves many children behind at the start.

The dream of social service providers always has been to focus on those vital early years — to take the full range of community services, bring them into neighborhoods where they're most needed and focus them directly on families that need them. That, they think, could be a wonderful opportunity to make a difference in the younger generation!

A \$500,000 grant from the Foundation for the Carolinas will make that opportunity available on a small scale in Charlotte. The grant will enable some community organizations with successful track records to collaborate in pursuit of an ambitious goal: "To strengthen families by offering to a defined geographic area a continuum of care for children from conception to age 6 and by

empowering families toward self-sufficiency. . . . The objective of this effort is to demonstrate that such a concentration of services early in a child's life will strengthen the family and better prepare children for success in school."

The "defined geographic area" is the Piedmont Courts public housing community and the adjacent Belmont neighborhood on the northeast edge of uptown Charlotte. The areas are needy. Average annual family income is about \$4,000 in Piedmont Courts, about \$7,542 in Belmont. Among the 3,300 residents of those neighborhoods are nearly 400 children age 5 and younger.

The collaborating organizations are the UPLIFT program of Charlotte-Mecklenburg Schools, Seigle Avenue Preschool Cooperative and the Johnston Memorial YMCA, lead agency for the Success by 6 program.

There's no shortage of knowledge about things a community can do to help families and children. But applying that expertise requires money and commitment. The Foundation for the Carolinas and the groups funded by its grant will supply those ingredients. Their pilot project could make an important difference in the lives of some needy families — and in the future of this community.

**FOUNDATION FOR
THE CAROLINAS**

NEWS RELEASE

**CONTACT: Deborah H. Barringer, Development Director
(704) 376-9541**

FOR IMMEDIATE RELEASE:

JANUARY 14, 1992

RECIPIENTS OF \$500,000 STRENGTHENING FAMILIES INITIATIVE ANNOUNCED--

The Foundation For The Carolinas today announced recipients of its Strengthening Families Initiative which will award \$500,000 over the next three years to assist at-risk families with preschool children.

Foundation funds will be used to develop a continuum of services for families with preschool children in Piedmont Courts, a public housing community, and the adjacent Belmont neighborhood on the northeasterly edge of uptown Charlotte. Organizations receiving grant funds to develop the continuum are the UPLIFT program of the Charlotte-Mecklenburg Schools, Seigle Avenue Preschool Cooperative and the Johnston Memorial YMCA, lead agency for the Success By 6 effort.

"The goal of the Initiative is to demonstrate that providing a continuum of services early in a child's life will strengthen the family, prevent many problems from arising and better prepare children for school," says Robin L. Hinson, chairman of the board of the Foundation For The Carolinas. "The Initiative also emphasizes neighborhood-based services, collaboration by service providers and development of self-sufficiency by participating families."

UPLIFT, an early intervention program of the public schools, will focus on providing pre/post-natal education and parenting education to eligible families in Piedmont Courts/Belmont. UPLIFT will target families expecting a child or having only one child under the age of one year and work with them intensively until age three. UPLIFT services include weekly support group/educational sessions for mothers and weekly home visits by parent educators to model positive parenting and provide developmentally appropriate toys and books on loan. Over the next three years the Strengthening Families Initiative will make approximately \$165,000 in grants to bring UPLIFT to Piedmont Courts/Belmont.

Seigle Avenue Preschool Cooperative, a non-profit organization, will offer a half day preschool program which emphasizes active involvement of parents in their children's educations. As its part in the continuum, the Cooperative will focus on three and four year-olds with preference being given to children who have participated in UPLIFT. The Cooperative uses the nationally recognized High/Scope curriculum, includes home visits by teachers, offers parent education and provides liaison with children when they enter public schools. A \$90,000 grant will enable the Cooperative to upgrade and expand its existing services during the next three years.

Strengthening Families Initiative
Foundation For The Carolinas
January 14, 1992
Page 2

The Johnston Memorial YMCA, the lead agency for Success By 6, will concentrate on families who are not served by UPLIFT or Seigle Avenue. Through a collaborative effort, Success By 6 will identify and access services for families, develop a forum to coordinate city, county and other services at the system level, and promote leadership development among neighborhood residents. A grant of \$225,000 over three years will enable Success By 6 to begin operation in Piedmont Courts/Belmont.

The balance of grant funds will be used for evaluation in an effort to show that providing a concentration of services to at-risk children and their families early in life will prevent/minimize problems in the future.

Both Piedmont Courts and the Belmont neighborhood are home to a large population of at-risk families. It is estimated that 3,350 people live in the two neighborhoods and that there are approximately 400 pre-school children in the area.

Piedmont Courts is a public housing community of the Charlotte Housing Authority where the average annual family income is \$4,000. Piedmont Courts currently has 668 residents, including 147 children age five or younger (22 %). Belmont is a neighborhood of predominately rental dwellings with some (15%) owner occupied homes. Approximately 2,680 people currently live in Belmont (excluding Piedmont Courts) with about 250 individuals being children age five and younger. The average annual family income in Belmont is \$7,542.

Poverty, school drop-outs, crime, teen pregnancy and unemployment are among the problems faced by Piedmont Courts and Belmont. Neighborhood residents, however, have expressed strong willingness to combat these problems and will be involved in the implementation of the Strengthening Families Initiative projects to ensure grassroots support and to foster self-sufficiency.

The Strengthening Families Initiative was undertaken by the Foundation For The Carolinas to demonstrate ways of addressing root problems of at-risk families. By strategic use of resources, the Initiative aims to develop models which can be replicated elsewhere.

William F. Drew, Jr., is chair of the Foundation's Strengthening Families Initiative Committee. Other members are Jeanne M. Brayboy, Deborah S. Harris, Ike Heard, Jr., James S. Howell and R. Powell Majors.

The Foundation For The Carolinas is a nonprofit organization that serves donors, communities and a broad range of charitable purposes in North and South Carolina. The Foundation encourages and makes possible philanthropic giving by individuals of all means to benefit their communities both now and in the future. The Foundation has assets of approximately \$60 million and makes charitable grants of \$6 million annually.

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THE CHARLOTTE HOUSING AUTHORITY SCHOLARSHIP FUND

The Scholarship Fund, believed to be the only one of its kind in the country, provides need-based scholarships for college and vocational studies to students living in communities of the Charlotte Housing Authority.

The CHA Scholarship Fund currently serves 49 students. These students attend approximately 22 different institutions both in and outside of North Carolina. They also major in a variety of subjects including business, psychology, and pre-law. Since the program's inception in 1983, a total of 258 scholarships have been awarded. To date, scholarship awards total \$314,571.

The Housing Authority Scholarship Fund is intended to fill the gaps left by other financial aid programs, which frequently do not cover all costs. With average family incomes of approximately \$6,000, public housing students often lack the vital dollars necessary to complete their educations.

The Scholarship Fund's goal is not only to raise funds to award current scholarships but also to build its endowment for the future. A goal of \$2 million has been set to make the Fund self-sustaining and over \$600,000 has been raised to date.

The Foundation For The Carolinas administers the Scholarship Fund. The Foundation receives and invests contributions and selects recipients through a special scholarship committee.

Regional HIV/AIDS Consortium
SYNOPSIS OF ACTIVITIES

1991

The Regional HIV/AIDS Consortium is guided by the following Mission Statement:

"To foster and enable communication, collaboration, cooperation and advocacy in a comprehensive, integrative, regional approach to meeting, with compassion and dignity, the multi-faceted needs of persons afflicted by HIV/AIDS disease."

In keeping with the spirit inherent in this Mission, the following activities have been undertaken during 1991:

- A regional model of case management has been developed. Funding efforts are expected to conclude by December with implementation in all seven counties scheduled for January 1992.
- A Physician's Tutorial Program in conjunction with Area Health Education Center and Carolinas Medical Center has been funded by a grant from the NC Medical Society Foundation and will begin in February 1992.
- A Congregational Resource Manual and a collection of writings by persons affected by AIDS is in development and scheduled for printing in January 1992.

The Consortium serves as a regional facilitator and enabler of services expansion and initiation. Toward that end the Consortium has received several distinctive funding awards that would otherwise have been unavailable for our region and as a result has provided new resources for the region:

- Appointment of the Consortium as Convener of Ryan White funds for the region resulted in awards of nearly \$100,000.
- National Community AIDS Partnerships (NCAP) Associate status with \$100,000 matching grant award.
- Kate B. Reynolds Health Care Trust award of \$100,000.
- A grants committee has been established and grant awards totaling over \$30,000 have been made, under the Foundation for the Carolinas, to five agencies. A second grant cycle should result in grants totaling more than \$100,000 for new AIDS-related services.
- Technical assistance has been provided in all seven counties.
- Regional 800 number HIV/AIDS Hotline will be in operation, December 1991.
- Funding has been secured for a Regional Resource Directory for HIV/AIDS services.

In addition to the Foundation for the Carolinas, Kate B. Reynolds and NCAP, grant awards from the following foundations and corporations have been received: United Way of Central Carolinas, Inc., Cannon Foundation, Salisbury Community Foundation, Cabarrus Community Foundation, Carrie E. and Lena V. Glenn Foundation, Lance, Inc., Aetna Insurance, Royal Insurance, IBM and Burroughs Wellcome.

Finally, more than 100 individuals from all seven counties have developed the regional framework for the expanded service delivery and collaborative model essential in addressing this epidemic.

These people continue to work together with compassion and dignity in a collaborative way that exemplifies the finest ideals of regionalism.



FOUNDATION FOR THE CAROLINAS

\$500,000 Awarded To Strengthen Families

About 400 children age five and under live in Piedmont Courts and the adjacent neighborhood, Belmont, located on the northeastern edge of uptown Charlotte. Many households are headed by single parents. The average family income in Piedmont Courts, one of Charlotte's oldest public housing communities, is \$4,000. In Belmont, a neighborhood of predominately rental dwellings, the median family income is about \$7,500. Poverty, school drop-outs, crime, teen pregnancy and unemployment are among the problems that put children at risk in this area.

The Foundation's Strengthening Families Initiative will award \$500,000 over the next three years to three organizations to assist families in Piedmont Courts/Belmont. The objective of the Initiative is to strengthen families by offering a continuum of care for children from conception to kindergarten and by empowering their families toward self-sufficiency.

William F. Drew, Jr., chair of the Strengthening Families Committee, announced the grant recipients at a January news conference. "The Foundation received a number of outstanding applications and has selected three organizations to receive major grants to undertake the Strengthening Families Initiative," stated Mr. Drew. "We are not trying to solve community problems with band-aids. We can make a bigger difference if we target funds to specific needs. The Initiative aims to demonstrate that offering a concentration of services early in a child's life will strengthen the family, prevent many problems from arising and better prepare children for school."

Each of the organizations receiv-

ing grants will play a special role in developing the continuum of services for the Strengthening Families Initiative. Organizations receiving grant funds are the UPLIFT program of the Charlotte-Mecklenburg Schools, Seigle Avenue Preschool Cooperative and the Johnston Memorial YMCA, lead agency for the Success By 6 effort.

UPLIFT, an early intervention program of the public schools, will focus on providing pre/post-natal education and parenting education to eligible families in Piedmont Courts/Belmont. UPLIFT will target families expecting a child or having only one child under the age of one year and work with them intensively until age three. UPLIFT services include weekly support group/educational sessions for mothers and weekly home visits by parent educators to model positive parenting and provide developmentally appropriate toys and books on loan. Over the next three years the Strengthening Families Initiative will make approximately \$165,000 in grants to bring UPLIFT to Piedmont Courts/Belmont.

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nized High/Scope curriculum, includes home visits by teachers, offers parent education and provides liaison with children when they enter public schools. A \$90,000 grant will enable the Cooperative to upgrade and expand its existing services during the next three years.

The Johnston Memorial YMCA, the lead agency for Success By 6, will concentrate on families who are not served by UPLIFT or Seigle Avenue.



Teachers and students at Seigle Avenue Preschool Cooperative play the name game. Photo: Candace Freeland

Through a collaborative effort, Success By 6 will identify and access services for families, develop a forum to coordinate city, county and other services at the system level, and promote leadership development among neighborhood residents. A grant of \$225,000 over three years will enable Success By 6 to begin operation in Piedmont Courts/Belmont.

The balance of grant funds will be used for evaluation in an effort to show that providing a concentration of services to at-risk children and their families early in life will prevent/minimize problems in the future. By strategic use of resources, the Initiative aims to develop models which can be replicated elsewhere. 

\$625,497 In Special Project Grants Serve Community Needs

Seed grants helped make a difference to:


- Mecklenburg County's first Hispanic Social Worker.
- Expansion of an in-school arts program in Union County.
- Inauguration of a leadership program for senior citizens.
- A matching fund to assist students in recruiting bone marrow donors.

These innovative projects are part of a record \$625,497 in Special Project Grants made by the Distribution Committee in 1991.

Seed Grants in amounts up to \$5,000 are awarded annually to assist promising new charitable efforts in the Central Piedmont region of North and South Carolina. In 1991 seed grants totaling \$80,500 were awarded to 21 programs in the area.

Two new major grant programs were also undertaken in 1991 and account for the doubling of Special Project Grants over 1990.

The Strengthening Families Initiative (see page 1) along with \$132,702 in grants on behalf of the Regional HIV/AIDS Consortium boosted Foundation grantmaking to an all time high. Grants to help develop new and expanded services to AIDS patients in seven counties included home care, case management, transportation and counseling.

Significant growth was also experienced in the Foundation's scholarship program, which awarded \$156,000 to assist 145 students through 10 different scholarship programs. The largest of these are the Charlotte Housing Authority Scholarship Program and the Cole Scholarship Program for students in Richmond County, N.C. Two new scholarships established during 1991 were the E.R. & Lillian B. Dimmette Scholarship Fund to assist students with financial need in Mecklenburg, Rowan and Wilkes counties to obtain an undergraduate degree, and the Fred C. Wikoff, Jr. Scholarship Fund to provide scholarships for the children of employees of the Wikoff Color Corporation. 

1991 Special Project Grants

Strengthening Families Initiative (First Year)\$166,666

SCHOLARSHIPS

William Tasse Alexander Scholarship Fund (6)	\$11,000
Charlotte Housing Authority Scholarship Fund (46)	70,000
Charlotte-Mecklenburg Schools Scholarship Incentive Fund (23) ..	22,000
Cole Scholarships (41)	28,600
Crowder Scholarship Fund (4)	4,000
Richard Goolsby Scholarship Fund (5)	6,250
Harris Fund Engineering Scholarships (2)	1,400
N.C. League for Nursing Scholarships (3)	3,250
Henry D. Plyler Scholarships (2)	1,000
Rotary Scholarship Fund (6)	6,500
Washburn Graphics Scholarship Fund (1)	2,000
Total	\$156,000

REGIONAL HIV/AIDS CONSORTIUM PROJECTS

Ryan White Funds	
House of Mercy	\$ 6,718
Hospice Consortium	28,906
Metrolina AIDS Project	29,024
Rowan County Health Dept	15,000
United Family Services	8,880
United Way of Central Carolinas	11,336
Total	\$99,864

REGIONAL HIV/AIDS CONSORTIUM GRANTS

Service Grants	
AIDS Council of Gaston County	\$1,740
Friendship Trays	1,500
Hospice at Charlotte	6,241
Hospice of York County	3,357
Mecklenburg County Health Dept.	10,000
Metrolina AIDS Project	10,000
Total	\$32,838
Total	\$132,702

SEED GRANTS

A Child's Place (Family Advocate Program) ...	\$5,000
American Red Cross (Student Bone Marrow Matching Fund)	5,000
Central Carolinas Citizens Forum (Start-up)	2,500
Child Care Resources (Mayfield School Child Care)	5,000
Children's Theatre (School Workshop)	1,500
Crisis Assistance Ministry (Development Fund)	5,000
Cued Speech Center (Charlotte Program)	5,000
Gethsemane Enrichment Program (Parent Training)	5,000
Goodwill Industries of So. Piedmont (Start-up)	5,000
Hezekiah Alexander Foundation (New Exhibits)	5,000
Hopespring (Start-up)	5,000
International House (Hispanic Social Worker)	5,000
Johnston Memorial YMCA (New Youth Program)	5,000
Kinder-Mourn (S.C. Program Start-up)	2,000
Leadership Charlotte (New Seniors Program)	3,000
NC People for the American Way (First Vote Project in CMS)	3,000
North Carolina Literacy Association (Volunteer Literacy)	5,000
The Relatives (Straight Talk Hotline)	2,500
Union County Arts Council (In-School Arts Program)	3,000
York County Hospice (Indigent Care)	2,000
York County Rape Crisis Council (Abuse Prevention)	1,000
Total	\$80,500

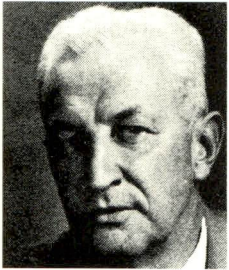
ON-GOING GRANT PROGRAMS

Camperships	\$ 8,500
Children's Medical Funds	16,629
Medical Research Grants	25,500
Neighborhood Grants Program	35,000
Other	4,000
Total	\$89,629

GRANT TOTAL **\$625,497**

The Spirit Of Philanthropy

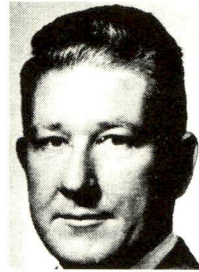
The Foundation was saddened by the recent deaths of two original trustees who lent their unique talents to the Foundation in its earlier years. Marshall Ivey Pickens died November 26, 1991 at the age of 87. James Gray Cannon died January 11, 1992 at the age of 75. The pictures accompanying this article are from the original brochure of the Foundation printed in 1958 at a time when these men were giving great leadership to the fledgling Foundation.



Mr. Marshall Pickens

Marshall Pickens was not only the head of The Duke Endowment and "Mr. Foundation" in the community, he was also a strong leader in the Social Planning Council. Gordon Berg, president emeritus of the Foundation, remembers, "When he said that Charlotte needed a strong community foundation as created in a number of cities, the other community leaders listened." James Cannon emerged as a key

community leader in the mid-1950's. He served as United Way chairman in 1957, the youngest in the organization's history. "At the time, the community was concerned about the tremendous capital needs of community agencies," comments Mr. Berg.



Mr. James Cannon

"James Cannon was concerned that the community had two summer camps for boys and none for girls. He took the active lead in correcting that discrepancy. He and others saw the community foundation as a 'pool of capital' that would enable the community to respond more generally to needs, including capital needs."

In the late 1970's when the Foundation began to build a general endowment, Mr. Cannon insisted that the donors be permitted to designate their gifts to new projects if they chose. That principle applies today.

Both James Cannon and Marshall Pickens left their personal marks upon the Foundation and the community. We are grateful for their contributions that will continue far beyond their lifetimes and we will remember them with admiration and respect. **F**

Highlights Of 1991

A visual highlight of 1991 was the introduction of the Foundation's new logo. The colors and movement of the mark are designed to add definition and feeling to the image of the Foundation as a stable, yet flexible resource for community philanthropy.

The Foundation conducted its first strategic planning process during 1991. A new mission statement was developed and seven goals and eighteen objectives were defined for the period 1991-1994. The Foundation's Community Relations Committee developed a practical community outreach plan that is directly aligned with the strategic plan objective to heighten awareness of the Foundation.

Another highlight of 1991 was the continued generosity of donors who made it possible for the Foundation to make distributions of more than \$5 million. The Foundation ended the year with over \$61 million in assets under management. Fifty new funds were added during 1991 and over \$6 million in gifts were received.

The \$500,000 Strengthening Families Initiative was announced in June. (See story on page one.) The Initiative is being funded by \$300,000 in discretionary Foundation funds and \$200,000 in anonymous donations.

The Foundation assisted the Regional HIV/AIDS Consortium in raising more than \$400,000 to implement a comprehensive service plan. The Consortium is focusing on developing a case management system for the region, coordinating services across county lines, developing information resources for persons affected by HIV/AIDS and education of physicians and clergy. Through the Foundation, grants will also be made to local agencies to develop and expand HIV/AIDS services.

The Foundation's rapidly growing scholarship program has doubled the number of scholarships awarded. In 1991 approximately 145 scholarships with a value of more than \$150,000 were awarded. Two of the largest programs managed target at-risk students. The Foundation is increasingly being recognized for its expertise in scholarship administration. **F**

Strengthening Families Initiative Grant Recipients



Foundation For The Carolinas Strengthening Families Initiative News Conference was held at Seigle Avenue Presbyterian Church Fellowship Hall in January. Pictured above at the conference are William F. Drew, Jr. (L), chair of Strengthening Families Initiative and James S. Howell (R), chair of the Foundation's Distribution Committee with grant recipients: (L-R) G. B. Carrier, board chair of UPLIFT; Jan Swetenburg, board chair of Seigle Avenue Preschool Cooperative; Janice Morris, Belmont Neighborhood representative; Carla DuPuy, board chair of Success By 6; Clarence Westbrook, Piedmont Courts representative. *Photo: Candace Freeland*

Seven Neighborhoods Receive Grants

The Foundation has awarded \$19,100 to seven neighborhoods participating in the Neighborhood Grants Program for 1991-92.

Logan Community Concerned Citizens, Concord, NC

\$5,000

Logan was named Neighborhood of the Year for 1990-91. This grant will fund a newsletter and office supplies, landscaping materials, incentives and a neighborhood festival.

Piedmont Courts Residents' Organization, Charlotte, NC

\$1,600

The grant will fund on-site leadership training and a project to be determined through the training process.

Pine Valley Homebuyers Association, Charlotte, NC

\$3,000

The grant will fund the renovation of a community park/playground and publish a newsletter.

Seversville Community Organization, Charlotte, NC

\$2,100

The grant will fund on-site leadership training and a project to be determined through the training process.

Southland Park Neighborhood Association, Rock Hill, SC

\$2,600

The grant will fund the move of a donated mobile unit to a more secure location in the neighborhood park so a student tutorial program can be revived.

Washington Heights Improvement Committee, Charlotte, NC

\$2,100

The grant will fund on-site leadership training and a project to be determined through the training process.


Windsong Trails, Charlotte, NC

\$2,700

The grant will fund leadership training, a newsletter, community clean-up and drug abuse prevention activities including a neighborhood drug patrol.

In addition the Neighborhood Grants Program allocated \$4,400 for leadership training for grantee neighborhoods.

In its eighth year of operation, the Neighborhood Grants Program has provided more than \$350,000 to assist low income neighborhoods through mini-grants, technical assistance and leadership training. The Neighborhood Grants Program is sponsored by the Foundation For The Carolinas. Other funders for 1991-92 include the Blumenthal Foundation, First Union Foundation, Knight Foundation, NationsBank and the Philip L. Van Every Foundation.

The Urban Institute at the University of North Carolina at Charlotte administers the Neighborhood Grants Program for the Foundation For The Carolinas. 



FOUNDATION FOR
THE CAROLINAS

The Foundation For The Carolinas is a nonprofit organization that serves donors, communities and a broad range of charitable purposes in North and South Carolina. The Foundation encourages and makes possible philanthropic giving by individuals of all means to benefit their communities both now and in the future.

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FOUNDATION FOR THE CAROLINAS

VOL. 26 NO. 3

QUARTERLY NEWSLETTER

FALL 1991

\$500,000 Grants Program To Help Strengthen Families



Making the announcement for the Strengthening Families Initiative were (l-r): James S. Howell, Jeanne M. Brayboy, Robin L. Hinson, Ike Heard, Jr., and William F. Drew, Jr.

A half million dollar grants program to build stronger families in at-risk neighborhoods in Mecklenburg County has been announced by the Foundation For The Carolinas.

The Foundation's "Strengthening Families Initiative" will make grants available over the next three years to nonprofit organizations to develop programs focusing on at-risk families with preschool children, neighborhood-based programs and collaboration of service providers.

"By emphasizing early family involvement in child development and the building of positive parent-child relationships, the Foundation hopes to help prevent many of the problems which we are seeing in our community," says James S. Howell, chair of the Foundation's Distribution Committee. "The family is still the basic building block of society. If we can encourage services that assist parents in the initial years of a child's life, we feel that long-term the children, their

families and society in general will benefit."

The application deadline for the Strengthening Families Initiative was in September and grant recipients will be announced in December. In awarding grants, the Distribution Committee will follow special criteria established for the Strengthening Families Initiative.

Projects must be conducted in a specific neighborhood in Meck-

lenburg County, and neighborhood residents must have a role in the development and implementation of the project. Projects must target young, at-risk families with preschool children. Emphasis will be placed on involving the whole family and on individualizing services to families as much as possible.

Priority will be given to programs which complement the Success by 6 program of the United Way of Central Carolinas. Priority will also be given to projects which promote collaboration by existing agencies. It is hoped that new program ideas and innovative ways of delivering existing services will be developed.

The Foundation will also evaluate funded projects annually to document their effectiveness and to enable the projects to attract on-going funding.

A special subcommittee of the Distribution Committee has planned the Strengthening Families Initiative. Serving on the subcommittee are William F. Drew, Jr., chair, Jeanne M. Brayboy, Deborah S. Harris, Ike Heard, Jr., and James

continued on page 2

A New Look

We hope you have noticed something different about this issue of the Foundation Newsletter.

The new logo you see at the top of the page is just one part of a comprehensive communications plan that was recently presented to the Board by the Foundation's Community Relations Committee. Organized and charged a year ago, this committee headed by board member William P. Middlemas, has met often and devoted many hours to this effort. In particular, the committee

was guided by the experience and talent of Roberta Bowman of Duke Power and Jim Mountjoy of Loeffler Ketchum Mountjoy. Other committee members are Anne M. Alexander, William F. Drew, Jr., Lawrence M. Kimbrough and Elizabeth S. Randolph.

The communications plan will help the Foundation do a better job of telling its story to donors and raising awareness of its work in the community.

Grants Awarded By Regional HIV/AIDS Consortium

The Regional HIV/AIDS Consortium has announced the recipients of nearly \$100,000 in grants for AIDS-related services in area counties.

Through the Consortium and the Foundation For The Carolinas the following agencies will receive Ryan White funds from the State of North Carolina to provide HIV/AIDS services:

- \$6,718 to the House of Mercy in Belmont for case management and transportation services to Gaston, Lincoln and Cleveland Counties.

- \$28,906 to a Hospice Consortium serving Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties for home health aides and home nursing. The Hospice Consortium, which also includes York, S. C., will receive funding for this area from other sources.

- \$29,024 to Metrolina AIDS Project in Charlotte for regional case management and other services for all seven counties in the region.

- \$15,000 to United Family Services in Charlotte for outreach counseling to individuals, families and small groups in the region with emphasis on Cabarrus, Mecklenburg and Union Counties.

- \$8,880 to the Rowan County AIDS Task Force in Salisbury to provide transportation services to patients primarily in Rowan and Cabarrus Counties.

The Consortium plans to offer an additional \$200,000 in grants and technical assistance this fall and next spring to further encourage development of regional HIV/AIDS services.

The Consortium was initiated in 1990 by the Foundation For The Carolinas and United Way of Central Carolinas, Inc. to serve a seven-county region in a collaborative approach to address HIV and AIDS. One of the Consortium goals has been to attract funding to implement the Consortium's comprehensive plan for addressing HIV and AIDS in the region. To date, approximately \$400,000 has been secured for new and expanded services to persons affected by HIV/AIDS, technical assis-

tance and Consortium operations.

Funds raised by the Consortium include \$99,864 in Ryan White funds, \$100,000 from the Kate B. Reynolds Health Care Trust in Winston-Salem and \$100,000 from the National Community AIDS Partnership in Washington, D.C. Additional grants totaling \$99,500 have been received from the Foundation For The Carolinas, the United Way of Central Carolinas, Aetna, the Cannon Foundation in Concord, the Philip Van Every Foundation in Charlotte, Burroughs Wellcome Company in the Research Triangle, the Glenn Foundation in Gastonia, Royal Insurance in Charlotte and the Cabarrus County Community Foundation.

"We are particularly pleased to have been chosen to receive \$100,000 each from the Kate B. Reynolds Health Care Trust and the National Community AIDS Partnership," says Dr. David S. Citron, chair of the Consortium. "The Kate B. Reynolds grant will be used to develop appropriate primary care and needed support services at the county level so that patients do not have to travel great distances to receive needed care. If these services continue to develop, it is possible that we can receive additional funding in future years."

The local Consortium has been

continued on page 4

"The life worth living is giving for the good of others."

*-Booker T. Washington
(1856-1915)*

*\$500,000 Grants Program
continued from page 1*

S. Howell. Other members of the Distribution Committee are Anne M. Alexander, Katherine M. Belk, Frances V. Bryant, Thomas P. Dillon, James O. Funderburk, William H. Grigg, R. Powell Majors, Samuel H. Smith, Jr., and Harry S. Swimmer.

Want To Give? The Time Is Now!

Our community benefits greatly from your generous contributions and support. The current state of the economy and the stock market fluctuating around an all-time high have encouraged some of you to make gifts earlier in the year. If you have been considering making a charitable gift, now may be the best time. Please keep the following in mind as you review your charitable giving plans.

- If you're anticipating a lower tax rate in 1992, consider giving more this year when your deduction will save you more.

- If you don't have enough deductions to itemize, consider making a larger-than-usual charitable gift. This may increase your deductions and allow you to itemize and enjoy tax savings from your gifts.

- Many employers match gifts made by their employees. Find out if your company has a program in place to help enhance your gift dollars.

- A gift of an appreciated asset such as stock or real estate could be very attractive this year. Consult your tax advisor to see if your gift qualifies for a capital gains tax savings and a charitable deduction at fair market value. If you are subject to alternative minimum tax and want to make a gift of tangible personal property to an organization that will use the item in its work, your gift may be fully deductible at fair market value.

- If you finalize the arrangements for a deferred gift before December 31, you will receive a charitable deduction for this year.

Your gifts through the Foundation For The Carolinas are greatly appreciated, and they're used wisely. We will be pleased to provide more information and assist you or your tax advisor in any way as you consider the possibilities for your year-end gift. Our assistance is provided without cost or obligation and is completely confidential.

Remember that charitable gifts made on or before December 31 are deductible this year.

Logan Community Concerned Citizens Named Neighborhood Of The Year

The 1991 Neighborhood of the Year Award was given to Logan Concerned Citizens of Concord, N.C. Logan was selected out of nine participating neighborhoods in the Foundation's Neighborhood Grants Program for low income communities.

Robin L. Hinson, chairman of the board of the Foundation, presented the award at a banquet held at McDonald's Cafeteria on Beatties Ford Road. A. J. Clark and Zenobia Nelson accepted the award for the Logan Community.

Logan was recognized for its efforts to reduce drug abuse and crime, eliminate deteriorating housing and build community pride and involvement. Mr. Hinson stated, "The Logan Community has demonstrated outstanding creativity, commitment, cooperation and responsibility to their community and to the Neighborhood Grants Program." Hinson also noted that their efforts



C. Don Steger (r), congratulates A. J. Clark (l) and Zenobia Nelson (c) who accepted the 1991 Neighborhood of the Year Award for Logan Community Concerned Citizens of Concord, NC.

would provide a better quality of life for more than 3,000 residents.

The Logan Community has taken such initiatives as establishing an after-school tutorial program to keep young people involved in school and away from drugs. Through a newsletter and video, they have heightened awareness of

not only the problems of their community but the assets as well.

Eight other neighborhoods participated in the 1990-91 Neighborhood Grants Program. Brookhill, J. H. Gunn, Logan, Piedmont Courts, Reid Park, Seversville, Southside, Wilmore and Southland Park in Rock Hill, S.C., were involved this year.

The Neighborhood Grants program, started in 1984, has awarded close to \$350,000 to assist low income neighborhoods with community projects and for leadership development programs. The Foundation is the primary sponsor, with additional funding coming from BB&T, the Blumenthal Foundation, First Union Foundation, NCNB National Bank and the Philip Van Every Foundation. The Urban Institute at UNC Charlotte administers the Program for the Foundation For The Carolinas.

\$237,374 In Grants Awarded

The Foundation For The Carolinas has awarded \$237,374 in Special Project Grants during the first half of 1991. Fifteen charitable organizations have received \$53,000 in seed grants for new programs, \$152,750 in scholarships has been awarded and another \$31,624 has been given through specialized grant programs of the Foundation.

Seed grants for new programs have been awarded as follows:

- \$2,500 to the Central Carolinas Citizens Forum, the new regional citizen-based research, education and public policy organization.

- \$5,000 to Child Care Resources for start-up funding of a child care center at the Mayfield Alternative School.

- \$1,500 to the Children's Theatre of Charlotte for a theatre workshop for high school students.

- \$5,000 to the Cued Speech Center for a teacher for hearing impaired children in the Charlotte area.

- \$5,000 to Goodwill Industries of the Southern Piedmont for start-up of the new Community Training Center in east Mecklenburg.

- \$5,000 to the Hezekiah Alexander Foundation for exhibits on black history and Native Americans.

- \$5,000 to Hopespring, a new organization that assists young people in transition from foster care to independent living.

- \$5,000 to International House for employment of a Hispanic social worker.

- \$5,000 to Johnston Memorial YMCA for a year round career and leadership development program for junior high students.

- \$2,000 to Kinder-Mourn for start-up of programs to assist bereaved parents in Chester, Lancaster and York Counties in South Carolina.

- \$3,000 to Leadership Charlotte for start-up funding of Senior Leadership Charlotte, a new program for

older adults.

- \$3,000 to People for the American Way in North Carolina for initiation of the "First Vote" program for seniors in the Charlotte-Mecklenburg Schools.

- \$3,000 to the Union County Arts Council for expansion of its In-School Arts Program in Monroe City and Union County Schools.

- \$2,000 to York County, S.C. Hospice for start-up of an indigent care program.

- \$1,000 to the York County Rape Crisis Council for a pre-school abuse prevention program.

In addition the Foundation approved more than \$150,000 in scholarships through 10 different scholarship programs managed by the Foundation. Major awards include \$70,000 for the Charlotte Housing Authority Scholarship Program, \$28,000 for the Cole Scholarship Program for students in Richmond County, N.C. and \$22,000 for the

continued on page 4

Grants In Action: Gifts-In-Kind Clearing House

An innovative idea to help nonprofits has turned into an international operation. Since 1983 a concept called Gifts-In-Kind Clearing House has channeled tons of surplus materials and equipment from U.S. corporations to American colleges and universities.

A recent grant from the Foundation For The Carolinas has helped fund a local cooperative warehouse open to all nonprofit organizations in this area. The warehouse, located in Charlotte, handles a wide variety of

surplus items to serve a broad range of organizations.

The Clearing House benefits not only its nonprofit member organizations, but donors as well. Gifts of surplus parts and equipment may qualify for a tax deduction under IRS Section 170(e)(3). The deduction enables companies to take cost plus one-half the markup not to exceed 200% of cost. Also a donor may specify that a donation be offered first to a particular charity or school. The warehouse enables the Clearing

House to hold equipment or inventories until the recipients can arrange to get them. However, the donor receives immediate tax credit when the donation is made since the Clearing House and all of its member organizations are tax exempt under IRS Section 501(c)(3).

For more information about how to make a donation or if you have questions about the program, contact Scottie Lindsay or Barbara Kay at (704) 892-7228.

Grants Awarded By Regional HIV/AIDS Consortium continued from page 2

named one of five new associates of the National Community AIDS Partnership (NCAP), which is a national challenge grant program sponsored by more than 200 corporate and foundation funders. The \$100,000 grant designates that \$25,000 be used for administration and \$75,000 is earmarked for direct HIV/AIDS services. The NCAP service dollars must be matched by local funds.

Dr. Citron also expresses appreciation to the other funders of the Consortium, saying, "The support of local corporations and foundations will enable the Consortium to continue operations and will make possible the coordination of services in our region. The impressive pool of funds the Consortium has attracted

and the offering of these funds back to communities indicate that the Consortium is an effective means of encouraging development of critically needed HIV/AIDS services in all parts of our region."

Dr. Citron cites recent statistics reflecting the growing need for AIDS services. The number of confirmed AIDS cases in our seven-county region has increased from 180 in May, 1989, to 346 as of June, 1991. By 1993 it is expected that another 381 to 475 persons will be diagnosed with full blown AIDS. Because of reporting delays, the actual number of cases is thought to be considerably higher.

The number of persons infected with the HIV virus, but who have not yet developed AIDS, is estimated to be 7 to 20 times the number of confirmed AIDS cases. Based

on those parameters, it is believed that 2,750 to 7,860 persons in the region are already infected. Additionally, 31% of all newly reported cases of HIV in this region are among women and 25% represent individuals younger than 29 at the time of diagnosis, indicating infection at a much earlier age.

\$237,374 In Grants Awarded continued from page 3

Charlotte-Mecklenburg Public Schools Scholarship Incentive Program.

Other grants made by the Foundation include \$8,500 in summer camperships, \$9,000 for Children's Medical Fund programs and \$10,000 to the Neighborhood Grants Program for low income neighborhoods.



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FOUNDATION FOR THE CAROLINAS

NEWSLETTER

301 South Brevard Street Charlotte, North Carolina 28202 704-376-9541 SPRING 1991

Robin Hinson Chairs Foundation Board

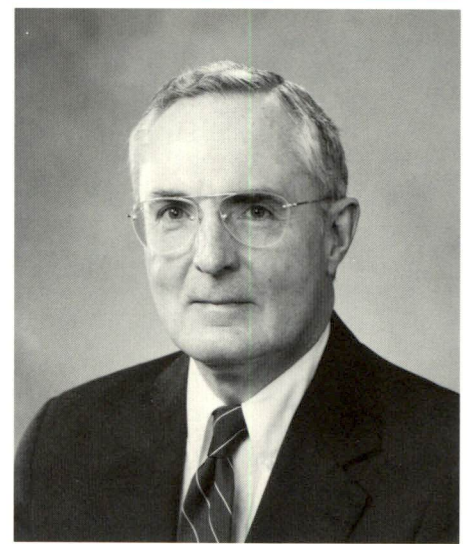
Robin L. Hinson, newly elected chairman of the board, has been actively involved with the Foundation for more than 10 years. He has served as first vice chairman, as secretary and assistant secretary, and as a member of the executive committee and various other Foundation committees.

Mr. Hinson is a senior partner with Robinson, Bradshaw & Hinson, P.A. His practice areas include tax-exempt bond financing, banking and finance, mergers and acquisitions.

Mr. Hinson currently serves as chairman of the Carolina Gives campaign which promotes individual giving and volunteering

in the Carolinas. He also serves as chairman of the UNC Law Foundation Finance and Investment Committee and as a board member of The United Methodist Foundation, Western North Carolina. He is a member of the Mecklenburg County Bar Association, the North Carolina State Bar, and the American Bar Association.

Mr. Hinson was born in Rockingham, North Carolina. He is a graduate of Davidson College (B.S., 1953) and University of North Carolina (J.D., 1958). He and wife, Frances Garrett Hinson, have three grown children, Robin, Jr., Reid and Minor.



Robin L. Hinson

1991-1992 Officers And Executive Committee

Robin L. Hinson	<i>Chairman of the Board</i>	James S. Howell	<i>Member at Large</i>
William H. Grigg	<i>First Vice Chairman</i>	F. Kenneth Iverson	<i>Member at Large</i>
Edwin L. Jones, Jr.	<i>Vice Chairman</i>	C. Don Steger	<i>Member at Large</i>
Crandall C. Bowles	<i>Treasurer</i>	William L. Spencer	<i>President</i>
James W. Thompson	<i>Secretary</i>	Marilyn M. Bradbury	<i>Vice President and Assistant Secretary</i>
John M. Belk	<i>Member at Large</i>	Gordon Berg	<i>President Emeritus</i>
Larry J. Dagenhart	<i>Member at Large</i>		
Charles T. Davidson	<i>Member at Large</i>		

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New Officers Elected

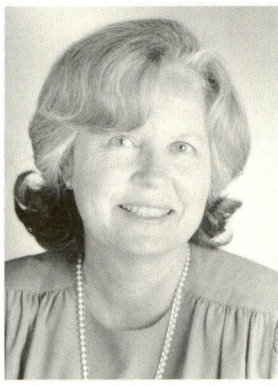
Robin L. Hinson was elected chairman of the board of the Foundation For The Carolinas at the annual meeting in April.

Mr. Hinson, attorney with Robinson, Bradshaw & Hinson, P.A., succeeds Larry J. Dagenhart, attorney with Smith Helms Mulliss and Moore, who has headed the Foundation since 1989.

Other new officers elected were: William H. Grigg, first vice chairman; Edwin L. Jones, Jr., vice chairman; Crandall C. Bowles, treasurer; James W. Thompson, secretary. Elected to the Foundation's executive committee were: John M. Belk, Larry J. Dagenhart, Charles T. Davidson, James S. Howell, F. Kenneth Iverson, C. Don Steger, William L. Spencer, Marilyn M. Bradbury, and Gordon Berg.

Elected to the Foundation's board of directors were: Herman D.

McMahon Award Presented to Project UPLIFT Founders



Pat Johnson

It took a number of years for Project UPLIFT to become a reality, but today it is a thriving early-intervention program designed to prepare preschoolers for success in school. The program presently serves parents and children in Dillehay Courts and Earl Village public housing communities with plans to expand to Dalton Village in the future. For their hard work and perseverance, Project UPLIFT co-founders and coordinators, Pat Johnson and Deanne Smith, were selected to receive the 1991 McMahon Appreciation Award for outstanding community service.

Deborah S. Harris, vice chair of the Foundation Distribution Committee, made the presentation during the Foundation annual meeting in April. Plaques were presented to Ms. Johnson and Ms. Smith, and a \$1,000 appreciation gift will be made in their names to Project UPLIFT.

Ms. Johnson and Ms. Smith were commended for their vision in establishing Project UPLIFT, which they began to plan when they were teachers at Irwin Avenue School in 1974. They recognized that parents are a child's first teachers. Their goal was to offer a special parent training effort that would start as soon as possible after a child is born.

In 1988 they took their idea to the Charlotte-Mecklenburg School System and received permission and some funding to start the program. The Foundation For The Carolinas also awarded \$10,000 in seed grants

to help launch Project UPLIFT.

"The Distribution Committee of the Foundation has watched this program grow and has been impressed that two teachers who cared about their students and their community have gone that extra mile to help others," said Deborah Harris in presenting the award.

The McMahon Award is given from the McMahon Fund which was established by the will of May Belle McMahon, one of the early believers in the Foundation. During her lifetime she gave "appreciation gifts" to the Foundation in honor of individuals who had quietly rendered some special service to the community. Most of those recognized with the gifts did not



Deanne Smith

know Mrs. McMahon. Those honored had the pleasure of naming a charity of their choice to benefit from the "appreciation gift."

Two years ago the Distribution Committee resumed Mrs. McMahon's tradition and established the McMahon Award. The first recipient was Buck Blankenship, a pioneer in the local Habitat for Humanity program, and last year the honoree was Ann Elliot, founder of Friendship Trays, a meals on wheels program for the elderly.

"A simpler way of looking at the meaning of service is a quotation from an epitaph:

What I spent, is gone; what I kept, is lost; what I gave to Charity will be mine forever.

Whether we want to express the meaning of community service in involved ways or prefer simpler forms doesn't really matter. It can be charity or enlightened self-interest or people's humanity to people. These are all ways of describing why we get involved in service to society, why service provides some of our happiest moments, and why the good that we do lives after us."

-Excerpt from a recent speech by Brian O'Connell.

Edwin and Lou Jones Honored as Outstanding Philanthropists



Gordon Berg, president emeritus of the Foundation For The Carolinas, presented Edwin and Lou Jones with the 1991 Outstanding Philanthropist award.

The heart of the Foundation For The Carolinas is its donors. Behind each gift is the story of a donor who wants to better the community in some special way. Two individuals who have given generously of their talents and resources to the community through the Foundation were honored recently at the Charlotte Chapter of the National Society of Fund Raising Executives' second annual Philanthropy Awards.

Edwin L. Jones, Jr. and Lucille Finch Jones were named Outstanding Philanthropists for 1991. Edwin Jones was chairman of the Jones Group, Inc. construction firm prior to his retirement. Mr. Jones has been a strong supporter of the Foundation For The Carolinas, has served on the board of directors for a number of years, and was recently elected vice chairman of the Foundation.

Mr. and Mrs. Jones have also been benefactors to a variety of organizations, including Duke University, Duke Engineering School, the Duke Cancer Research Center, the Mint Museum of Art, Queens College, the United Methodist Church, and the YMCA.

Effects Of Tax Law Changes On 1991 Charitable Giving

Tax changes made in the fall of 1990 retained important basic incentives for charitable giving. Charitable gifts of cash and appreciated property remain fully deductible (subject to longstanding restrictions outlined below) for regular federal income tax purposes.

The charitable income tax deduction has been retained virtually intact for taxpayers who itemize their deductions. The net effect of the laws on after tax cost of charitable gifts will depend on income level, marital status, amount of other itemized deductions and number of personal exemptions claimed.

A summary of tax law changes that affect charitable giving is listed below:

	<u>CHANGE</u>	<u>EFFECT ON CHARITIES</u>
Alternative Minimum Tax	This tax, which seeks to insure that wealthy people who claim many deductions still pay some taxes, will increase from 21 per cent to 24 per cent.	Under this tax, some wealthy donors can take full charitable deduction only for cash gifts and for property that has not increased in value. Many fundraisers are urging those subject to the alternative minimum tax to make gifts of appreciated property in 1990, before the rise in rates affects them.
Appreciated Property	Gifts of appreciated property remain deductible at full value, unless the taxpayer is subject to the alternative minimum tax. For such taxpayers, the charitable deduction for some gifts of appreciated property has been restored, but for 1991 only. Donors subject to the alternative minimum tax may deduct the full value of tangible personal property, which includes such items as works of art, antiques, and automobiles, when it is given for use related to the property. Gifts of stock and real estate are not affected; only their original purchase prices are deductible under the alternative minimum tax.	The change is a boon to museums and other institutions that receive gifts of art and other tangible personal property that is donated for a "related use." For example, art given to hang on a hospital wall could be deducted, but not art given to a hospital for resale. The new law does not help non-profits that receive large gifts of stock and land, nor does it help land trusts, which seek gifts of land to preserve the environment. The impact of the change on deductions carried over from 1991 to another year is unclear.
Tax Rates	Top tax rates will be evened out at about 31 per cent.	A higher rate for very wealthy donors provides a modest incentive to give more because it increases the value of the charitable deduction, which in turn reduces the "cost" of making a charitable gift. At the present 28 per cent tax rate, a donor in effect pays \$72 to make a \$100 gift, after taking the charitable deduction. At a 31 per cent tax rate, the donor pays \$69, in effect.
Limit on Deductions	Taxpayers will have to reduce their itemized deductions by 3 per cent of the amount their adjusted gross income exceeds \$100,000. For example, a couple with an adjusted gross income of \$150,000 will be required to subtract \$1,500 (3 per cent of \$50,000) from their otherwise allowable deductions.	Effects are likely to be minimal. For most taxpayers, state and local taxes and mortgage-interest payments will satisfy the amount disallowed for itemized deductions, in effect leaving the charitable deduction fully intact.
Capital Gains	The top rate for most donors will drop from 33 to 28 per cent.	The lower rate will provide less incentive for some donors to make gifts of appreciated property in the future. Donors with incomes of over \$275,000 will have more incentive, because of a higher tax rate. The rate will also make a difference in some planned gifts, especially charitable remainder trusts that are financed with highly appreciated property. Nonetheless, most gifts of property still will "cost" less than gifts of cash.

1991 Scholarship Incentive Awards



1991 SIP recipients by high school: front row (l-r): Harding - Tanya C. Monroe; Independence - Brian M. Rann; Olympic - Sonya D. Allen; middle row (l-r): Myers Park - Gwangia O. Gordon; South Mecklenburg - Sharon D. Whitley; Harding Evening School - Astrid M. Teasley; back row (l-r): West Mecklenburg - LaShanda K. Wardlow; East Mecklenburg - Terry L. Massey; North Mecklenburg - Sandra Y. Phelan; West Charlotte - Marcola L. Bennett. Not shown: Garinger - Brian L. Haislip and Providence - Robbie M. Byrd.

Twelve high school seniors were selected to receive the Charlotte-Mecklenburg Scholarship Incentive Awards for 1991 sponsored by the Charlotte-Mecklenburg Schools and funded through a \$1 million anonymous gift to the Foundation For The Carolinas in 1988.

Each student will receive \$1,000 annually to attend college or \$500 per year to pursue vocational training. These scholarships may be renewed for up to four years to assist students in getting a college degree or vocational training.

James S. Howell, chairman of the Foundation's Distribution Committee, presented certificates to the recipients at the May 14 meeting of the Charlotte-Mecklenburg Board of Education.

"Students were chosen on the basis of need, academic improvement and desire for further education," said Mr. Howell. "The Foundation is proud to represent the donor's wishes to encourage capable at-risk students to continue their education and inspire them to further achievements. It is the donor's hope that others will make gifts to the initial \$1 million endowment so that even more students may be encouraged to seek further education."

Charlotte-Mecklenburg Schools started last year to identify all seventh graders who meet the criteria for the Scholarship Incentive Program. They are offered the opportunity to participate and will receive special counseling and

support services during their next five years in school. If they successfully complete the program, they will be eligible to apply for a scholarship during their senior year.

Additional contributions to the Scholarship Incentive Program may be sent to the Foundation For The Carolinas, 301 South Brevard Street, Charlotte, NC 28202.

Officers continued from page 1

Blumenthal, Dr. Lawrence K. Boggs, Larry J. Dagenhart, Charles T. Davidson, Frank E. Emory, Jr., Kathleen D. Hamrick, Deborah S. Harris, Ike Heard, Jr., William P. Middlemas, James R. Nisbet, A. F. Sloan, and Harry S. Swimmer.

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FOUNDATION ASSETS REACH \$53.8 MILLION

The Foundation completed the year 1990 with \$53.8 million in assets under management. Gifts received totaled over \$6 million and charitable distributions were \$5 million.

"We are extremely pleased with the growth in assets and gifts," states Larry J. Dagenhart, chairman of the board of the Foundation. "In 1989, we experienced an extraordinary year for contributions and distributions because of several large gifts. During 1990, charitable distributions returned to a normal level. However, the number of new funds doubled from last year with 65 new funds coming to the Foundation."

Major gifts received in 1990 included \$1 million from an anonymous donor to build and endow a new day care center for the children of the community. During 1990, the Foundation also helped secure \$200,000 in gifts to build the new Charlotte Emergency Housing Center.

"The Foundation is delighted to play a part in developing resources for our community and to contribute to efforts that affect the quality of life in our region," says Mr. Dagenhart.

Major Foundation projects for the year included the Regional HIV/AIDS Consortium, the Carolina Gives project and the Neighborhood Grants program. The Foundation also made a \$330,000 grant to support a three year project to improve the quality and quantity of human services in

continued on page 4

HIV/AIDS CONSORTIUM RELEASES REGIONAL PLAN



Dr. David S. Citron, (left) Chairman of the Regional HIV/AIDS Consortium and Donna C. Arrington, (right) director of the Consortium, speak at February news conference.

The Regional HIV/AIDS Consortium, a seven-county group sponsored by Foundation For The Carolinas and United Way of Central Carolinas, has released a comprehensive plan for addressing HIV and AIDS in the region. The ambitious plan of action is the result of a year of study by 35 members of the Consortium and more than 100 other volunteers in Cabarrus, Gaston, Lincoln, Mecklenburg, Union and Rowan counties in North Carolina and in York County, South Carolina.

Preventing spread of the disease and developing a coordinated system of care for persons with HIV/AIDS are the goals of the plan which was funded by a \$147,629 planning grant from the U.S. Health Resources and Services Administration.

Dr. David S. Citron, chairman of the Consortium, said the plan is "an integrated program for meeting

the needs of persons infected with HIV, the human immunodeficiency virus that causes AIDS. It is a comprehensive plan intended to prolong the lives of people, to improve the quality of their lives and engage as many people as possible in the pursuit of the broad objectives we have outlined."

From May 1989 through December 1990, the number of people with AIDS in the region grew from 180 to 326, a dramatic 81% increase. It is estimated that from 2,750 to 7,860 people in the region may be infected with HIV. While HIV/AIDS initially affected primarily white male homosexuals, the disease is spreading to other segments of the population. Women accounted for 29% of all cases of HIV infection in the region since February 1990 when North Carolina began requiring reporting of HIV cases. Blacks constitute 22%

continued on page 3

SPECIAL PROJECT GRANTS TOTAL \$300,911

The Distribution Committee of the Foundation For The Carolinas approved a total of \$300,911 in Special Project Grants during 1990.

Special Project Grants included \$114,800 in scholarships, \$95,737 in seed grants for new charitable projects and \$86,374 in specialized grant programs of the Foundation such as the Neighborhood Grants Program.

The Foundation's scholarship program includes direct management of 10 different scholarship funds which assist more than 100 students annually. Three new programs were added in 1990: the Cole Scholarship Program for students in Richmond County, N.C., the N.C. League for Nursing Academic Scholarship Program and the Henry Dewitt Plyler Scholarships for students in Lancaster, S.C.

Seed grants to help initiate promising new charitable projects are awarded by the Foundation on a competitive basis. These grants give priority to organizations in the Central Piedmont area and are limited to \$5,000.

Specialized grant programs target particular fields of interest. In its seventh year of operation, the Neighborhood Grants Program awards mini-grants to low income neighborhoods and promotes leadership development. The Foundation's Medical Research Grants provide small research grants to medical institutions in the Carolinas. Children's Medical Funds offer one-time financial assistance to children with medical needs, and the Foundation's Campership Grants help needy youngsters participate in summer camping programs.

A listing of Special Project Grants for 1990 is given below:

Scholarships

William Tasse Alexander Scholarship Fund (5)	\$ 7,500	Mecklenburg Council, Boy Scouts (Troops in Low Income Areas)	5,000
Charlotte Housing Authority Scholarship Fund (44)	60,000	Montgomery County Cares (Troy, NC) (Abuse Prevention)	2,500
Charlotte-Mecklenburg Schools Scholarship Incentive Fund (19)	16,000	National Conference of Christians & Jews (Green Circle Project)	5,000
Cole Scholarships (21)	14,600	Nevins Center (New Employment Program)	5,000
Crowder Scholarship Fund (3)	3,000	North Carolina Department of Administration (Youth Project)	2,500
Richard Goolsby Scholarship Fund (3)	3,500	Oratorio Singers of Charlotte (Minority Scholarships)	1,500
Harris Fund Engineering Scholarships (2)	1,400	Planned Parenthood of Greater Charlotte (First Things Program)	5,000
N.C. League for Nursing Scholarships (4)	2,800	Public Library of Charlotte-Mecklenburg (Battle of the Books)	2,500
Henry D. Plyler Scholarship Fund (1)	500	St. Francis Jobs Program (Additional Site)	5,000
Rotary Scholarship Fund (3)	3,500	Science Museums of Charlotte (New Exhibit)	2,837
Washburn Graphics Scholarship Fund (1)	<u>2,000</u>	Siegle Avenue Presbyterian Church (Parents' Initiative)	5,000
TOTAL	\$114,800	Spirit Square (Contemporary Arts Festival)	2,500

Seed Grants

Autistic Opportunities (Expansion of Autistic Bakery)	\$ 5,000	United Way of Central Carolinas (Ageline)	5,000
Center to Prevent Handgun Violence-NC Information Campaign	1,000	UNCC College of Nursing (Clinic-Homeless Women/Children)	5,000
Charlotte-Mecklenburg Hospital Authority Foundation (Infant Mortality Reduction Project)	5,000	Western Carolina Center (The Caring Project)	3,000
Charlotte-Mecklenburg Schools - Project UPLIFT	5,000	YWCA of Charlotte-Icemorlee Community Project (Monroe, NC)	<u>5,000</u>
Child Care Resources (St. Francis Fund)	2,500	TOTAL	\$ 95,737
Hornets' Nest Girl Scout Council (Hugo Trees)	1,000	<u>Special Grants Programs</u>	
Hospice of Lincoln County (Lincolnton, NC)	2,500	Camperships	\$ 8,500
International Black Writers Conference (Charlotte Black History Program)	1,400	Children's Medical Funds	15,000
Junior Achievement of Charlotte (Drop-out Prevention Program)	5,000	Medical Research Grants	22,684
Life Enrichment Center (Shelby, NC)	5,000	Neighborhood Grants Program	<u>40,190</u>
		TOTAL	\$ 86,374
		<u>Other</u>	\$ 4,000
		GRANT TOTAL	\$300,911



Brian O'Connell

BRIAN O'CONNELL TO SPEAK AT ANNUAL MEETING

Brian O'Connell will be the speaker for the Foundation's annual meeting to be held at the Omni Charlotte Hotel on April 18.

Mr. O'Connell is the founding President of Independent Sector, a national coalition of 650 foundations, corporations and national voluntary organizations. Independent Sector has become the country's leading advocate for the national traditions of giving and volunteering.

Mr. O'Connell was President of the National Council on Philanthropy, Executive Director of the Coalition of National Voluntary Organizations, and National Director of the Mental Health Association. He has provided leadership in a wide variety of national concerns, including health, mental health, patients' rights, philanthropy and the promotion of citizen service and influence. He is a trustee of Tufts University and was appointed by President Bush as a founding director of the President's Thousand Points of Light Foundation.

Mr. O'Connell is the author of several books, including *Effective Leadership In Voluntary Organizations*, *The Board Member's Book*, *Our Organization*, *America's Voluntary Spirit*, *Philanthropy In Action*, and with his wife, Ann, *Volunteers In Action*.

HIV/AIDS continued from page 1

of the regional population, yet 51% of all AIDS cases are among blacks; 76% of newly reported cases of HIV infection are among blacks. Five cases of children with AIDS have been reported but 39 children in the region are known to be under treatment for AIDS or HIV.

Against this startling backdrop, the Consortium's plan of action recommends a comprehensive program over the next three years to provide better services at lower costs to the region, including:

1. Continuation of the Consortium to implement the plan;
2. Implementation of a Case Management System within the seven-county region to coordinate services for persons with HIV/AIDS;
3. Authorization of "traveling eligibility specialists" who can cross county lines to certify patients for governmental aid programs;
4. Development and promotion

of a variety of educational/informational programs designed to prevent the spread of HIV/AIDS and to educate the public, the medical community, caregivers, clergy, populations at risk and persons with HIV/AIDS about the disease and services that are available;

5. Development of "first response" resource teams in testing and treatment centers to provide counseling and referrals to appropriate services.

To implement this plan, the Consortium projects a budget of \$190,000 for 1991. Of this amount, \$80,000 has already been raised through United Way of Central Carolinas, Foundation For The Carolinas and the National Community AIDS Partnership. Consortium officials are optimistic about raising the remaining funds.

TWO SPECIAL EVENTS HIGHLIGHT CAROLINA GIVES

Two special events were recently held to benefit the Carolina Gives campaign.

In January, WCNC-TV hosted the first Carolina Gives Volunteer-A-Thon at the Omni Hotel in downtown Charlotte. The event featured WCNC anchors, Tom Miller and Jessie Johnson, and others who asked viewers to pledge their time to volunteer. During the two hour event, 889,863 hours of volunteer service were pledged from callers and corporations in a 15 county region. The Volunteer Center of United Way has processed and placed the 255 people who called during the evening.

In February, a Volunteer Safari was held at the Guest Quarters Hotel in Charlotte. The event, part of the Junior League of Charlotte's commitment to Carolina Gives, brought representatives from 60 Mecklenburg County agencies together with people interested in



WCNC anchors, Tom Miller (left) and Jessie Johnson (right) interview Carolina Gives Chairman, Robin L. Hinson (center) during Volunteer-A-Thon

becoming volunteers. The exciting safari event was complete with safari guides and passports to help participants find an organization they would like to volunteer for. Promotion was targeted to the senior citizen population and

continued on page 4

FOUNDATION AWARDS \$22,500 TO LOW INCOME NEIGHBORHOODS

The Foundation For the Carolinas has awarded \$22,500 to seven neighborhoods through the 1991 Neighborhood Grants Program for low income areas.

In its seventh year of operation, the Neighborhood Grants program has provided over \$300,000 to fund a variety of neighborhood improvement programs and to

Two Special Events continued from page 3

newcomers to Charlotte because of the great need for daytime volunteers, but the event drew a crowd of all ages and volunteer interests.

The two year program to encourage volunteering and giving to charitable causes is close to wrapping up its first year of operation. Carolina Gives includes a \$1 million public service media campaign donated by WCNC-TV, implementation of the Volunteer Connection program by the United Way and other special projects. Joint sponsors of Carolina Gives are the Foundation, the United Way of Central Carolinas, The Junior League of Charlotte and WCNC-TV. Participating counties are Cabarrus, Cleveland, Gaston, Iredell, Lancaster (SC), Mecklenburg, Union and York (SC).

develop leadership skills at the grassroots level. Neighborhood Grants for 1991 are:

-\$5,900 to Brookhill, Southside and Wilmore neighborhoods, located in the South Tryon Street area, for tutoring, youth enrichment and a neighborhood newsletter.

-\$3,000 to J. H. Gunn Community near Mint Hill for a community entrance marker, street lights and a neighborhood newsletter.

-\$2,000 to Logan Community Concerned Citizens in Concord, N.C., for activities to promote participation in the organization and a neighborhood newsletter.

-\$2,100 to Piedmont Courts Residents Organization, representing residents of a public housing community on Seigle Avenue, for the Piedmont Courts Day Festival and a neighborhood newsletter.

-\$4,000 to Reid Park Associates, a neighborhood association off West Boulevard, for a youth leadership training program.

-\$3,500 to Seversville Community Organization in west Charlotte near Johnson C. Smith University for the Seversville Community Festival, development of informational health programs and a neighborhood newsletter.

-\$2,000 to Southland Park

Neighborhood Association in Rock Hill, S.C., to develop a tutoring program and a neighborhood newsletter.

In addition, the Neighborhood Grants Program allocated \$2,500 for a Neighborhood Leadership School for grantee neighborhoods and representatives of other neighborhoods in the region.

The Neighborhood Grants Program is sponsored by the Foundation For The Carolinas. Other funders for 1991 include BB&T, the Blumenthal Foundation, First Union Foundation, NCNB National Bank and the Philip L. Van Every Foundation.

The Urban Institute at the University of North Carolina at Charlotte administers the Neighborhood Grants Program for the Foundation For The Carolinas.

Foundation Assets continued from page 1

Richmond County, North Carolina. The grant came from the Foundation's Cole Fund which has as a principal interest Richmond County and the south central part of the state. The project is being administered by the UNC School of Social Work and coordinated locally in the county by a broadly based citizens group.

FOUNDATION FOR THE CAROLINAS

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(704) 376-9541

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GIVES

a call to give and volunteer

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WCNC-TV 36

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Elizabeth H. Locke
Program

Sallie M. Lowrance
The Junior League

Carolina Gives is a two-year campaign with a mission to increase the level of giving and volunteering by the citizens of Mecklenburg and the surrounding counties of Cabarrus, Cleveland, Gaston, Iredell, Lancaster, Union and York.

Carolina Gives will accomplish its mission by:

- o Conducting research, pre and post campaign, to establish a data base and to measure results.
- o Conducting an extensive media campaign through PSA's, news coverage, and special features through a sponsor agreement with NBC affiliate WCNC-TV 36.
- o Creating a variety of education/awareness programs to reach desired audiences.
- o Supporting organized programs to strengthen voluntary organizations and to recruit volunteers.

Carolina Gives has the following goals:

- o Encourage the ethic for giving and volunteering as a way of life.
- o Establish a "standard" for giving and volunteering ("Give Five").
- o Build public awareness and commitment to giving.
- o Increase the number of volunteers (Volunteer Center).
- o Strengthen programs and services provided by voluntary organizations.

Carolina Gives is sponsored by the Foundation For The Carolinas, The Junior League of Charlotte, Inc., The Volunteer Center of United Way of Central Carolinas, WCNC-TV 36, and a broad-based coalition of citizens.

Sponsored By

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301 South Brevard Street Charlotte, NC 28202 704-372-7170

Habitat Chat

Vol. 5, No. 2

The Charlotte Habitat Newsletter

Fall 1991

Director's Corner

Growing Pains That Feel Great!

Habitat for Humanity has shown phenomenal growth over the past three years. Just think, in 1987 there were eleven North Carolina affiliates. Today, there are 52, making North Carolina one of the strongest Habitat states in the nation.

And, there's no better place than Charlotte to see how much can be accomplished in a few short years. By this fall we'll have built 122 homes in our community, with a projection of 140 completed by year's end.

We're blessed with a wealth of churches, corporations, and civic groups ready and willing to swing their hammers and contribute the necessary funds for building. For example, in this newsletter, you'll read about the employees of Presbyterian Hospital who adopted a home this summer.

Lance Corporation, Southern Bell, Rotary Clubs, Civitans and Mallard Creek Presbyterian Church are all busy at work. Covenant Presbyterian is on their second home! The ReHabitat program is in full swing. Myers Park Presbyterian Church has just

completed their ReHabitat home.

That's where the growing pains that feel good come in — we have to keep up with all this enthusiasm!

As Habitat volunteer and donor numbers have increased, so has our staff. This summer we added Chris Arvidson to our staff. You'll read more about her in this newsletter. She's come on board as Director of Development.

That's one more reason why our Habitat staff is in a tight spot at our current quarters and is ready to make a move, just across the street, to our "model home." Currently being renovated, the home will eventually be a home for another needy family.

So, are we getting bigger just to get bigger? No.

We're responding to an overwhelming need in our community for decent, affordable housing.

We're responding to the thousands of volunteers who have found they can make an important contribution to their community and to individual families — and that feels great!



We're responding to a caring and giving community of donors, including individuals, churches, corporations and civic groups.

Volunteers and donors like you have made Charlotte Habitat grow. You're why this Habitat is the largest affiliate in the country, and in many ways, the flagship operation which helps guide and nurture others along the way. You're why we can accept the goal of eliminating poverty housing in Charlotte.

John 3:18 "Dear children let us not love with words or tongue, but in actions and in truth."

How I Spent My Summer Vacation

Habitat Charlotte got a pair of "skilled" hands to help this summer when student, Jean Payne, came along in May. Jean is a UNC Charlotte student studying architecture. It's an apt combination, one we hope we can repeat with students from UNC Charlotte's fine College of Architecture. Here, in Jean's words, is her memoirs of

her summer working with us: "Habitat for Humanity is full of opportunities. For some, it will fulfill their dreams of owning their own home. For others, it provides them an opportunity to better the community. For me, it offered an education in construction and some memories I will always treasure. There is no other place where I could learn as much

about construction technique, and have done so much to help other people. The skills I have acquired will not only help my future, but have helped to put a home in the future of several others. In working, I have come across some very outstanding people, the people who receive the houses that Habitat creates. To say that my lessons

(Continued on page 3)

Construction Corner

By Stephan Eichert

Habitat goes through a kind of life-cycle each summer and fall, reflecting the school schedules of many. Early in the summer, we find lots of eager smiling faces standing outside our doors as we arrive in the morning. There is a feeling of renewal in this.

Then, as the long and hot days of real work roll on, a kind of fruit is formed from the relationships which grow. And, of course, the extra help with the building is a great encouragement to us.

But, as so often seems to occur in life, just when the friendships begin to

take root, time runs out.

So, get out your box of Kleenex and bid farewell to Chris Doherty, Eric Katz, John Dupuy and Jean Payne. We want to extend our thanks to them, and to others who worked with us this summer, and call upon the Father to bless them in their future endeavors.

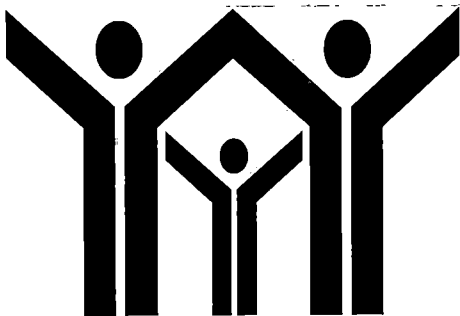
We also want you to join us as we say good-bye to our Rehabitat specialist, Mark Swett. Mark was on our staff for nearly three years, and pioneered the Rehabitat program we have today. Many of you have worked and learned with Mark and have fond memories of gutting old houses, and digging out rotten wood and dirt in

damp crawl spaces. We'll miss Mark.

But, things will move on. Taking Mark's place is Glyndon Bruhle. Glyndon has been the long-time trim crew leader for St. John's Episcopal Church. He's been known around here as a guy we could always call on to help with the unusual tasks that crop up. He has all the right qualifications — and more. I think you'll enjoy working with him.

Another new person you'll see around Habitat is Helgi Ormarsson. Helgi comes to us from Iceland as a one-year volunteer carpenter.

And, so, the hellos offset the good-byes and the Habitat life-cycle continues.



Master Builders

Aetna Life & Casualty

Jerry Bisgrove

Blankenship-Cramer Development Corporation

Wayland Cato - Cato Corporation Foundation

Charlotte Board of Realtors

Charlotte Observer

Charlotte Pipe & Foundry

Charter Properties

Coca Cola Consolidated Corp.

The Crosland Group, Inc.

Dickson Foundation

Duke Power

Faison & Associates

First Federal Savings & Loan

First Union National Bank

Hinrichs Financial Group

Lance-Philip Van Every Foundation

McDevitt & Street Company

NCNB National Bank

Piedmont Natural Gas

Southern Bell

T.W. Services

Trammell Crow Company

Wachovia Bank & Trust Co.

3 on 3 Highlights

Hoops for Habitat! Over 560 teams, 2400 players, 2500 spectators and 600 volunteers raised over \$15,000 for Habitat in a two day outdoor basketball extravaganza! Charlotte 3 on 3's fourth year broke every record, and players and volunteers can't wait 'til next year.

Saturday and Sunday, August 17-18th, in 42 divisions including 3 youth division, players from across the Piedmont (and the United States!) met the challenge to help eliminate poverty housing in Charlotte. Who won? Habitat did. The players, their families and the countless volunteers are all winners.

Many thanks to the tireless 3 on 3 Executive Board: Steve Justus, Steve Sellers, Eric Locher, Bryan Andrews, Elizabeth Brooks, Andy Cooney, Ann Hayes, Harrison & Margaret Marshall, Pat Pierce, Annie Porges, Linda Robertson, Ann Wicker, Mark Wilson and Charlie Winn

The Home Economist Rounds Up \$s for Habitat!

Habitat has a new partner in building – longtime retailer THE HOME ECONOMIST. Starting with the grand opening of their new store, they'll be "rounding up" their customers for Habitat.

Beginning Saturday, September 14, when checking-out your purchases at the Home Economist, you can make a contribution to Habitat. "We're asking our customers to voluntarily 'round up' the amount of their purchases to the next dollar, with the spare change being donated to a Home-Economist sponsored

Habitat building project.

Our customers have a strong social conscience, and we're confident that they'll support our goal of raising enough money to completely underwrite the cost of an entire Habitat home for a deserving family in our community," says Home Economist Store Manager Laura Pennell.

The grand opening was Saturday, September 14. The new store is at the corner of East Independence Blvd. and Idlewild Road, 5410 East Independence. Their phone number is 536-HOME.

"In my nine years with the Home Economist, I've never been so excited as I am about our beautiful new store. And, I'd like to extend a special invitation to all Habitat for Humanity supporters to come visit us. The Home Economist has always thought of itself as part of the community we serve," says Laura, "We're especially happy to become an active sponsor for Habitat for Humanity because this fine organization embodies all the elements of true human charity: neighbors helping neighbors."

ReHabitat Slide Show Ready!

Do you belong to a club, group, organization, church, or just have a bunch of friends who are interested in learning more about our ReHabitat Program?

What's a ReHabitat Program, you say?

Search no further. Carol Staton is your contact for all you ever wanted to know about ReHabitat. She's on the ReHabitat Committee and has produced an excellent overview of the Program in a slide show: "ReHabitat: Recycling Charlotte's Housing Resources" The show is approximately 15 minutes in length and gives an excellent outline of how ReHabitat works.

ReHabitat is a vital part of the Habitat program in Charlotte. It speaks directly to our goal of revitalizing neighborhoods, not just through the construction of new homes, but by "recycling" appropriate existing housing.

If you would like further information on how the ReHabitat Program works or to schedule the slide show for your group, church, or organization, please call Carol Staton at 376-4503.

Volunteer Opportunities Feed the Troops!

Our number one volunteer need at Habitat right now is help with LUNCH ON SATURDAYS FOR CONSTRUCTION VOLUNTEERS!! If you, your group, association, or church can volunteer to "take a Saturday" to feed the troops, we'd be extra-specially thrilled! Please call Linda Woodland at the Habitat office, 376-2054, to sign up for your Saturday as soon as possible.

We've also got plenty of projects on the books in our office at Habitat. Everything from data entry, mailing preparation, phone answering—you name it! Let us know if you'd like to work in the office on:

Family Support • Administration
Development/Fund Raising
Construction

Please call Mary Nell McPherson at the Habitat office, 376-2054, if you can help us with a few hours of your time.

...Summer Vacation

(Continued from cover)

were in construction is an understatement. My summer was a lesson in humanity and compassion. Working alongside the homeowners, and sharing in their enthusiasm is a feeling that far outweighs the hard labor on a hot day. Habitat for Humanity has something to offer everyone, but it's up to the individual to take advantage of it. I will never forget my summer with Habitat and I will always appreciate what it has taught me about construction, and humanity.

— Jean Payne

Wish List

Habitat's moving across the street to new quarters — you can imagine what that means for our wish list this issue! Let us know if you can help out with any of these items, or if you have some good leads for us to pursue our quest to outfit our new office. These donations are tax deductible.

Microwave
File Cabinets (horizontal or vertical)
Shelves (free-standing or wall mounted)
Furniture for a Reception Room

Furniture for a Conference Area
Cleaning Service
Personal Computer (for word processing)
Plain/Colored Copy Paper (8-1/2 x 11")
Typewriter
Large Plants
Security System
Lawn Mower
Chain Saw
Weed Eaters
Wastebaskets
Under-the-Counter Refrigerator
Coffee Maker
Mark 'N Wipe Board (4' x 5 or 6')
Television and VCR

Raise the Roof '91

Our third annual Raising the Roof events are scheduled for Saturday, October 5, 1991. You'll want to be there...

Start out on Saturday morning with the SERTOMA RACE FOR HABITAT. Start meeting at 7:30 a.m., at the First Baptist Church Parking Lot on the corner of 2nd and Davidson Streets Uptown, with the 5K race underway at 8:30 a.m.

Anyone can run! Trophies will be awarded in each age-class. And, by entering, you'll get a "cool" Habitat/Sertoma t-shirt, plus, a race "goody" bag. Call Habitat at 376-2054 for more information and entry forms. The entry fee is \$10.00 until October 3; from then until race morning it's \$12.00.

This year's Sertoma Club co-chairmen of the race are David Cichan and Buddy Walker.

With plenty of time for a shower after the race, you'll want to plan on the RAISING THE ROOF CARNIVAL Saturday night. Tickets are \$25.00 per person — for which you'll be entertained and fed immensely!!!

The Carnival begins at 7:00 p.m. in the First Union Atrium, Saturday, October 5, and runs until midnight. There's free parking at Two First Union Center for the evening.

Be prepared to pig-out! Food and drink will be on hand from contributors: Anderson's Restaurant, Arthur's Restaurants, Bavarian Haus, Ben and Jerry's Ice Cream, Cajun Queen, Coca-Cola Bottling, Fitzgerald's Catering, Loafer's, Longhorn Steaks Restaurant & Saloon, Lupie's Cafe, McCarroll's Catering, New Market Grill, The Olde Spaghetti Factory, Omni Charlotte Hotel, The Park Hotel, Prisms Restaurant and Bistro, Radisson Plaza Hotel Charlotte, Sonny's Real Pit Bar-B-Q,

Subway Sandwiches and Salads, Van's Candy and Concessions and Wendy's.

There's more!!!

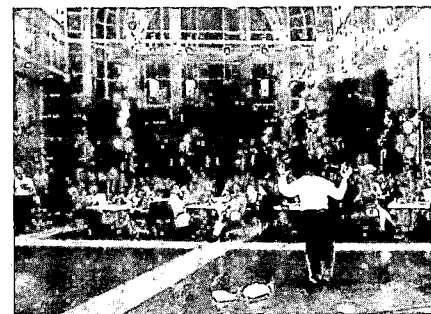
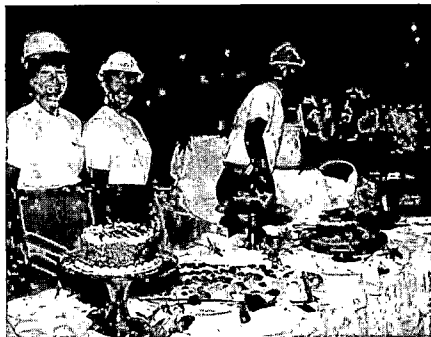
Mimes, magicians, a caricaturist, circus performers, clowns, laser karaoke, games, prizes, dancing, fun photos, and even a CELEBRITY PIE IN THE FACE will be on hand!

It's the best \$25.00 event in town!!!

Thanks go to the superb Raising the Roof committee: Fearless Leader, and Raising the Roof Committee Chair, Carole Clark, heads up the terrific crew including: Martha Byers, Karon Craven, Becky L. Graebe, Elizabeth Hyland, Richard Maleady, Mary Lynn Morrill, Suzanne Regen, Ginger Roberts, Linda Robertson, and Sherry Thomas.

For more information or advance tickets, call Chris Arvidson at Habitat: 376-2054. If your group would like to sell tickets for the event, please call Sherry Thomas at 338-9373.

See you at the Carnival!



Presbyterian Employees Do It All

The greenhorn volunteers clustered in a semi-circle. "This is a chop saw. It cuts," said the crew chief. Nervous laughs bounced against the skeletal-framed Habitat for Humanity house behind the crew. Yet, by the end of that hot, sweaty day in May and during the following seven Saturdays, nearly 200 nurses, emergency room personnel, doctors, technicians, and administrators from Charlotte's Presbyterian Hospital knew how to run the chop saw, wield a hammer, put on a roof and hang doors, windows and sheetrock.

The gentle human business of goodness is going on right under our noses in Charlotte, where Presbyterian Hospital employees gave their own money and volunteered their time to build a Habitat home for a grandmother, her daughter, and granddaughter. The house was dedicated on Saturday, July 13, at 11:00 a.m.

Presbyterian's Habitat home is unique. Presbyterian is the only healthcare organization in the nation to fund and build a house entirely with employee resources. In fact, employees giving from their own pockets and of their own vacation and volunteer time made the project happen. "Our employees wanted to reach out into the community and help someone 'build the dream' of home ownership. It's purely employee generosity; the money is coming from their personal pocketbooks, not the corporation's. And there is no corporate reimbursement for hours spent building the house. "Charlotte has been very supportive of Presbyterian's growth over the years. Now we're giving back to the community what it has given to us," points out construction coordinator Jim Venker, Presbyterian's director of facilities planning and construction.

With a goal of \$50,000, more than \$86,000 was contributed. Sixty thousand dollars was earmarked for Habitat, the remainder for internal hospital

(Continued on next page)

Featured Family

Our featured family this issue is one of Habitat's first single fathers. It's Eric Hoke's wonderful family.

Eric and many dedicated and generous Lance Corporation employees worked this summer to build his home on 18th Street in the Belmont neighborhood, across the street from the Women's House.

Eric has two girls, Ebony (age 9) and Kenji (age 11) who both attend Myers Park

Traditional School. Kenji says she can't wait to have her first slumber party! Eric says, "they deserve a home of their own, and now I'm able to provide it for them."

Eric just started a new job he loves at Chair & Equipment Rental. The Hokes are members at St. Paul's Baptist Church.

Eric has always dreamed of having a home for his girls. Lance made that dream a reality.



projects. Some 1,451 employees gave. Nearly 300 volunteered to help with the actual construction. "The generosity and responsiveness of the Presbyterian employee family is tremendous and sends a clear message to the community that we truly care," said Phil R. Manz, vice president and chief financial officer at Presbyterian Health Service Corporation. The house will belong to Edna Page, 49, a domestic who is highly regarded by her employers, and her daughter Mattie, mother of Brittany, age one and a half. Mattie works in fast food and looks forward to finishing her high school degree so she can get a better job. Mattie and Edna are devoted to each other and plan this house as a joint venture "forever," even if Mattie should marry. "These are quiet, unassuming, and very appreciative women - just good folks," comments Darlene Jonas, family support specialist on Habitat's staff. "There's no way they could have ever owned a home. This is the kind of family we see moving out of the poverty way of looking at life. They are open to the possibilities; they're changing, developing a new mindset. With a lot of support from the hospital, they're getting plugged into community resources. Mattie

plans to go back to school and we have real hopes that Brittany, who will grow up in a much better, more stable environment, will finally break the poverty cycle." "It means a lot to us. We don't have to move anymore. We can call this our home. It's ours. Our own home," says Mattie. The hospital volunteers became a part of the house, literally. Starr Beam, curriculum coordinator for the Presbyterian Hospital School of Nursing, got everyone to sign their name somewhere in the house where it could be painted over and remain there permanently. "That way we'll always be part of the family," she said. A mother-daughter team hung doors. Frances Mundy, a receptionist in Presbyterian's Lake Norman Medical Park, thought, "Somebody is really going to live here; I have to do this right. They showed me how to hang the first door, then I did four more on my own. I had trouble getting the nails in straight. I had to pull a lot out at first and start over." Frances is an experienced trooper, using her vacations every year to volunteer on construction teams in Mexico, Jamaica and Puerto Rico. Frances' 19-year-old daughter, Kristin, a Meredith College student, worked alongside her. Lanny Ellis, evening

nursing supervisor, enjoys working with his hands. When asked what he got out of volunteering, he answered: "You look at Ed and Henry - they're white collar management - and our nurses, there we all were shoulder to shoulder, dripping with sweat, hammering, sawing, carrying 70lb bundles of shingles up to the roof in our jeans and boots instead of our suits and ties. We did this, not for the hospital, but for someone in our community. At a hospital you see a lot of disadvantaged people who aren't able to turn their lives around. Maybe we're giving one family a chance. I see this as a symbol of Presbyterian's caring about the community. It makes me feel good about my hospital. It give me a positive feeling about America." Presbyterian President Paul F. Betzold looks at it from the employer's standpoint. "I have to look at what our employees did with great pride. They chose to go out into the community with the project. They funded it through their contributions. They built it themselves. It's a demonstration of what caring people can do. It's a demonstration of how caring and giving hospital employees are. I hope it will set an example for other healthcare institutions to follow."

Featured Volunteer



Elizabeth Hyland

Three years ago the Habitat bug bit Elizabeth Hyland. She's had a bad case of "Habititus" ever since! In fact, Elizabeth won a Habitat award for the worst case of Habititus (otherwise known as people who can't get enough of Habitat!).

Every time you enjoy scrump-

tious food at a Habitat special event, you can thank Elizabeth Hyland. She coordinates over 25 restaurants each year for Habitat's Raising the Roof event and for the Volunteer Appreciation Program. She's decorated for the Women's House Party. She joined her church, Myers Park Presbyterian, in building a ReHabitat home. She's made lunches for work crews and delicious goodies for the staff and committee members. Elizabeth's raised money, balloons and banners, a hammer and everyone's spirits on each project she's blessed.

Elizabeth's nickname is "Sunshine." She spreads smiles, boosts egos, energizes all she meets, and claims that Habitat is the light of her life. We think she's the light of ours!



Chris Arvidson (left), Director of Development and Elizabeth Hyland, Featured Volunteer.

Habitat Has New Staff Position

Habitat for Humanity Charlotte has added a new position on its staff—Director of Development. Filling this new job is Chris Arvidson who started in the office this summer.

Chris most recently served as the Assistant Director of UNC Charlotte's successful Silver

Anniversary capital campaign and has many years of fundraising experience to bring to Habitat Charlotte.

If you've an interest in helping raise funds for Habitat, a suggestion to pass along, or any questions, please give Chris a call in the Habitat office at 376-2054.

CALENDAR OF EVENTS

October 5, 1991:

SERTOMA 5K RUN FOR HABITAT, 8:30 a.m. Start at First Baptist Church, 2nd & Davidson Streets

Raising the Roof Carnival, 7:00 p.m. to midnight, First Union Atrium

December 1, 1991: *Annual Home Dedication*. Watch your newspaper for details on time and place

FAMILY SUPPORT UPDATE

Darlene Jonas from Habitat's staff had a great idea – sending kids from our Habitat homeowners' neighborhood on an OUTWARD BOUND experience this summer. So, Dawn Hand, Teen Club Director, and Darlene got together and worked with OUTWARD BOUND's Charlotte Alumni Chapter to make it happen! The following is an article written by Dawn, who accompanied the teens on their trip: The Charlotte Alumni Chapter of OUTWARD BOUND gave eight youths from the Teen Club and the Johnston YMCA the opportunity to participate in the North Carolina School of OUTWARD BOUND on August 10-19. "Backpacking, hiking and camping in the Pisgah National Forest was one of the toughest things I've ever done," commented one participant. Canoeing and white-water swimming were among the many activities the youths enjoyed. But they faced more than recreational challenges. Preparing meals for the entire crew, working together to get everyone through a particularly tough task and reflecting on each day's activities were all a part of the OUTWARD BOUND experience. Nine days camping in the North Carolina mountains would be quite an experience for just about anyone. These youths "survived" that educational experience and are now ready to apply what they have learned. They are indeed ready to live and share with others the motto of OUTWARD BOUND: "to serve, to strive and not to yield."

R. Stevens Express Arrives in Charlotte

Now Habitat supporters can enjoy the benefit of convenient quality film developing and help Habitat at the same time. R. Stevens Express, a photoprocessing company, is currently installing hundreds of its Automated Photo Machines (APMs) in supermarkets and office complexes throughout the Carolinas. Similar to a bank teller machine, the APM is a facility for dropping off film and picking up pictures without standing in line and dealing with store personnel. When a customer elects to sign up for free membership, he/she receives a Rapid Access Card which makes transactions fast and simple.

How does this benefit Habitat?

R. Stevens has entered into an agreement with one of Charlotte's Key supporters of Habitat, First Union Corporation. An APM has been installed in the Atrium at the First Union Center on South Tryon Street, and commissions from orders on this APM will be donated to Habitat, compliments of First Union. In addition, through its "Commitment to Community" program, R. Stevens will make a contribution to Habitat for each qualified member who signs up for R. Stevens Express through Habitat.

You can help in two ways. When you sign up for membership and have your film developed through the APM at First Union's Atrium, R. Stevens makes a donation to Habitat. Second, you can raise funds for Habitat by signing up qualified volunteer groups for R. Stevens membership.

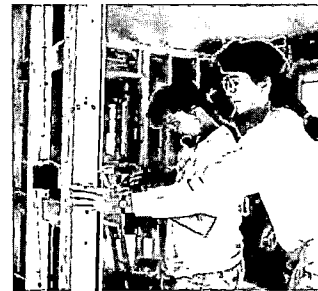
You can see the machine at the First Union Atrium at the Raising the Roof Carnival on October 5th. R. Stevens Express is also a generous Sponsor of the Raising the Roof Carnival this year.

Interested? Call Chris Arvidson at Habitat, 376-2054, for further details.

Women's House



The first day gathered together women from all walks of life to begin the project... including Rosalynn Carter...



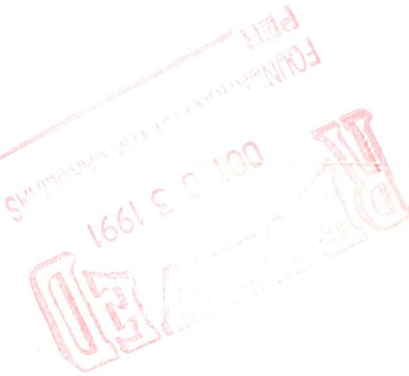
The building continued through the hot summer days...



The men cooked and served...



Dedication day, a day of many rewards for all who helped... Millard and Linda Fuller came to Charlotte... Linda was featured speaker... August 3, 1991



Foundation for Carolinas
 Mr. Gordon Berg
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 Charlotte NC 28202

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 Charlotte, NC 28234

Directory of Local Habitat Chapters

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 Jim Holderness
 P.O. Box 789
 Concord, NC 28026
 (704) 788-2900

Davidson
 Kenneth N. Wood
 P.O. Box 1088
 Davidson, NC 28036
 (704) 892-6906

Gastonia
 Johan Newcombe
 P.O. Box 1584
 Gastonia, NC 28053
 (704) 864-6536

Matthews
 Stuart Rose
 P.O. Box 1994
 Matthews, NC
 28106
 (704) 845-2760

Monroe
 Chuck Williamson
 1st Presbyterian
 Church
 302 E. Windsor
 Street
 Monroe, NC 28112
 (704) 289-2574

Stanley County
 Shirley Beal
 P.O. Box 582
 Albemarle, NC
 28002
 (704) 982-7971


York County
 Dianne
 Montgomery
 P.O. Box 245
 Rock Hill, South
 Carolina 29731
 (803) 328-1728

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Habitat for Humanity
CHARLOTTE

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Habitat Chat

Vol. 5, No. 3

The Charlotte Habitat Newsletter

Winter 1991

Director's Corner

Jesus Didn't Shop at the Mall

One crazy and hectic day we were discussing the upcoming holiday season in the Habitat office as we munched a quick lunch. We were talking about the different ways our families and friends choose to celebrate Christmas. Jane Wallwork was telling us how she had become truly frustrated at the commercialism of the season and declared, "Jesus didn't shop at the mall!"

Well, we all laughed. But, as I went back to work, her words really stuck with me. I thought about how far away we seem to have gotten from the celebration of our Lord's birth. I thought about how we very often spend hours and hours in that mall Jane mentioned. What would Jesus say if he walked in the mall this

Christmas?

As we celebrate this joyous season, let me share with you a wonderful gift. In 1992, one of the most exciting homes ever will be built — by the Habitat home owners themselves! At their initiation, Charlotte's Habitat home owners are well on the way to raising the funds and

(Continued on page 5)



Home owners announce their construction project

Piedmont wins the gold!

Piedmont Natural Gas Company has been honored by the American Gas Association (AGA) with the natural gas industry's first place award for the most outstanding community enhancement project conducted by a member company during 1990. They received their award during the AGA's 1991 Consumer and Community Affairs Exchange program in Chicago.

You may remember in November, 1990, over 150 Piedmont Natural Gas employees helped Charlotte Habitat become the first affiliate to



Wilton Parr, Senior VP-Marketing and Bart Winkler, VP-Residential and Commercial Sales are holding an AGA Consumer Affairs Award.

build 100 homes. As part of the celebration, they were the first ever to build a home in less than 24-hours.

The Charlotte project was the first Habitat project undertaken by Piedmont employees, but it wasn't the last. In High Point, employees completed their second home built within 24 hours along with the local Home Builders Association.

AGA's president Michael Baly, III, said, "Piedmont is responding to a special need within the communities it serves and is helping to make life better for its neighbors." Habitat Charlotte couldn't agree more! The word around the Charlotte Habitat office is that Piedmont is hankering for another unique building project!

Fund Raising Fun

Habitat owes a very special thanks to so many for helping with our recent move! Just to mention a very few...

Mike Newell at Charlotte Van and Storage helped us with moving, even though we had a tough schedule. Bob Wydra and Day Engineering outfitted us in style with much needed furniture, as did Hoescht Celanese, Wachovia and First Union among many others. Come by the office and you won't recognize us! Bill Whitley at Lawrence United also helped in getting the heavy stuff to its destination.

Xerox is making our copies look great! Coopers & Lybrand keeps water cold for thirsty volunteers and staff alike since they donated a refrigerator. Al Faires sent along a much-needed file cabinet and Lucas at United Supply was just here putting up our beautiful new blinds.

Need an idea for a gift. Tired of sending ordinary ol' cards to business colleagues. Make a gift to Habitat in the name of a special friend, or as a "thank you" to a client. Call Chris Arvidson at the Habitat office, and we'll find a way to make your gift a special Habitat one.

Featured Family

The ZsaZsa Whitley family is featured in this issue. ZsaZsa has two daughters, Chiquita who is eleven and Jennifer, age nine. They are now the residents of 416 18th Street, a ReHabitat project.

Before moving into their new home, the family had lived in Piedmont Courts for nearly fifteen years.

ZsaZsa is a car-



pen-ter for the Housing Authority where she's worked since 1984. Needless to say, she's a very valuable home owner to Habitat—what with the Habitat Home Owners House beginning construction on their home in January – a carpenter will certainly come in handy!

ZsaZsa is thrilled with her new "quieter" neighborhood where her girls can play outside.

Behind the Scenes

This month's featured company is Piedmont Grading. Piedmont Grading has been involved with Habitat for many years. They are a demolition landfill and allow Habitat to take much of their construction debris in free of charge.

Habitat keeps two dumpsters in the area of job sites and fills approximately one per week. It's a big job—a big service—and we really appreciate them being on the Habitat team!

Mecklenburg County Bar Association House



(above) Mecklenburg County Bar Association house began in November. (center) It's the second house for our area bar. (right) Can you tell how experienced they are getting!

Construction Corner

As a result of the commitment of so many first class volunteers, the goal of 30 houses in 1991 was surpassed by two! Now, as the year is winding down, there are plans being made to make 1992 even more successful.

But, we want to be sure that as the number of houses increases, the cost of supervising their construction does not. So, one of the strengths we are going to build on is using our dedicated and skilled volunteers more effectively.

We envision asking some of our

present crew leaders to serve as VOLUNTEER HOUSE LEADERS and TASK LEADERS, much as we are already doing with the highly successful Adopt-A-Home program. John Banks, our present Adopt-A-Home Coordinator, will help develop and oversee this new approach, which we expect to be phased in gradually during 1992.

We at Habitat are very excited about the prospects for next year. We have many Adopt-A-Home sponsors signed up to build in 1992. The cur-

rent Habitat home owners are raising money and will build a home the first of next year and the Mecklenburg County Building Standards Department is also working on its plans for an Adopt-A-Home.

All of this is possible because of you, the Habitat volunteers and supporters, and, because God has blessed His work here in Charlotte. Pray that Habitat will continue in God's favor and in his protection.

Stephan and John

Adopt-A-Homes

Aetna Life & Casualty
Charlotte Area Lutheran Churches
Covenant Presbyterian
Eastway, Southpark and First
Christian Churches
First Federal Savings & Loan/
Charlotte Mecklenburg Schools
Mecklenburg County Bar
Association
NCNB
Piedmont Natural Gas
Selwyn Avenue Presbyterian
St. John's Baptist Youth
UNC Charlotte
Christ Episcopal
Presbyterian Health Service
Corporation Employees
Lance, Inc.
Southern Bell
Mallard Creek Presbyterian Church
Triad (Memorial Methodist,
Third Presbyterian &
St. Andrew's Episcopal
McDevitt & Street
Charlotte Area Civitan Clubs
Charlotte Area Rotary Clubs
Charlotte Area Mortgage Bankers
The Womens' House
Myers Park United Methodist
Church
Myers Park Presbyterian Church
Duke Power Information Systems

Susan goes to Canada... Brrrrr

Susan Hancock, Executive Director of Habitat for Humanity Charlotte, has been named to the Board of Directors of Habitat for Humanity Canada. She was appointed to a three-year term.

Earlier this fall, she made a trip to her first Board Meeting in Winnipeg, Canada, and yes she did see some snow—in October! Susan says, "The trip was wonderful, a great opportunity to meet some international Habitat folks."

The Canadian Board has fourteen members. Susan is the only woman, so chalk up another Habitat Charlotte first. And the Charlotte Habitat experience is one Canada is very interested in learning about.

Currently, there are 10 affiliates in Canada. Winnipeg Habitat has been in the business of building for 5 years and has completed seventeen homes thus far. Susan has invited Canadian Habitat folks for a visit this coming year. They're getting ready to pack their bags for a "tropical" winter visit by Canadian standards—February or March in Charlotte, North Carolina.

Precious News

A few weeks ago, we received a note from William and Elizabeth Moran of Charlotte. They said they had been visiting in Culpeper, Virginia, where they attended Mass at the Church of the Precious Blood. In the Church's newsletter was the following article, which Mr. and Mrs. Moran forwarded to us. We were sure you would want to read it, too.

Volume 5, Issue 6, September 22, 1991 PRECIOUS NEWS

Jim and Marta Florin participated in HABILITAT FOR HUMANITY during August 1991, in Charlotte, North Carolina. The following are excerpts from their letter.

"Charlotte's Habitat is one of the largest affiliates having already built 123 homes in 2 innercity areas. Our travel team consisted of eight people. The team spent the week working on six different homes, some new and some rehabs. We helped tear out walls in two homes damaged by fire, primed and painted walls in an older home for a new Habitat family, prepared and seeded yards and put up dry wall and siding in a new home. As you might be able to tell from this letter we are hooked on HABILITAT...

(Continued on next page)

Precious News

(continued from previous page)

We began our week in Charlotte among strangers but left with many new friends. The feeling of love and purpose on a Habitat project is tremendous. The small church which was our central location during the work day was having a day camp for the area children. One day I had been priming and painting an older home, and I was so tired and hot and covered in paint that I just wanted to skip lunch and sit down.

As I neared the restroom, I could hear the loud voices of little girls sharing the days happenings with each other. When I opened the door, I found a dozen pairs of eyes on the ADULT...then an amazing thing happened...I found myself surrounded by these children. "Lady you look tired," one little girl said. And with that, they turned on the water, found me soap and handed me a towel. I was asked about my day and told about their day, just as if I was one of them.

These children have so little material goods, but their hearts are filled with God's love to overflow. You can feel God's love in each home and pride of ownership in each family. Thank you again for helping us build a future for these children by building them a home."

Wish List

Polaroid Camera, MacIntosh or similar computer that could help us with in-house graphics projects, Word Processor, Filing cabinets (any size, we need 'em all, Cleaning Service, Typewriter, Chain Saw.

Volunteer Opportunities

Habitat's always looking for a few good lunches on Saturdays! Call Linda Woodland in the Habitat office, 376-2054, if you have a group that can pitch in and feed the Satur-

day volunteer troops!

Bulk mail anyone? Habitat's Development Director, Chris Arvidson, would like to put together a crackjack mail team to work at the speed of lightening approximately five times per year. Are you an expert? A willing learner? Give her a call to sign up for the team. It'll be fun. Really. 376-2054.

Featured Volunteer

Bill Pickens

Habitat for Humanity Charlotte's featured volunteer is Bill Pickens. He's currently serving on our Board of Directors. We're glad he's here!

Bill is Associate Director of United Family Services (UFS). UFS has a myriad of services under its auspices including the Shelter for Battered Women, Consumer Credit Counseling, Custody Mediation, Family Counseling, and Family Life Enrichment. You can imagine how important Bill's experience is to Habitat.

He's very generous with his time throughout the Charlotte community, serving also on the Board of the Bethlehem Center.



With Habitat, Bill is very active with the Selection Committee and heads up a construction crew from his church as well. He says his Habitat involvement is, "very rewarding, allowing me to see the end product after I've made initial visits to potential homeowners." Bill's construction skills are a

big plus for us as well. He's been a master carpenter for years.

Bill has three grown children and one seventeen-year-old girl whom he says has nick-named him, "Meetings."

To Bill, all of the Habitat families are very special. We think HE'S special. Thank you Bill for all you do for Habitat Charlotte.

Skilled weekday construction volunteers—especially if you have a truck are ALWAYS welcome!

Unskilled, but meticulous weekday volunteer needed to work on the Habitat Archives. With all the great press we get, we need someone to take on the task as Habitat Curator to organize our abundant files of clippings, pictures, etc.

Raising The Roof



(left) Former County Commission Chair Carla DuPuy "Pies" current commissioner Rod Autrey



Sign Me Up

You've probably noticed what good-looking signs Habitat construction always has out front. But, you might not have noticed the teeny-tiny print at the bottom of the signs that tells you who the generous sign-makers are!

Say thanks to Carson Tredgett Serigraphics. They've been doing this for quite a while. Mr. Chris Blalock of Charson Tredgett says, "we're not carpenters, but we've always wanted to do something for Habitat."

We're glad to have their kind of expertise on board! Thanks to Carson Tredgett.

Fond Memories

Some friends of Habitat, a husband and wife team, have recently made a most generous gift. They have requested their contribution remain anonymous, but we'd like to tell you a little about what they've done. It's another giving example of the generous spirit in our community.

These friends attended grammar school at Villa Heights. They both graduated from Charlotte Technical High School, now Hawthorne Junior High. The husband was born and grew up on Harrill Street. The wife was born and reared on Charles Avenue in North Charlotte.

In honor of their deceased parents, these Habitat "angels" provided funding for land and a house to be built in the community of their heritage. They told us, "our parents would have been very proud and pleased to be remembered in this way."

Jesus...

(Continued from page 1)

staffing and training the crews necessary to Adopt-A-Home in 1992.

Marilyn Walker is walking door-to-door in the neighborhood spreading the word and picking-up donations. Pauline Simuel is calling home owners, too. Reatha Bradley is lining up the lunches. Home owners are making appeals to their bosses and churches.

Talk about a gift!

As this season of celebration unfolds, if you should want to make a special donation to Habitat, give a Christmas gift in honor of someone, in another's memory, or if you'd like to designate something to the Habitat home owners upcoming house, just let us know through the mail, or by phone, and we'll be happy to take care of it with the appropriate acknowledgment.

May the season be filled with joy and blessings for all.

Susan Hancock

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 Concord, NC 28026
 (704) 788-2900

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Kenneth N. Wood
 P.O. Box 1088
 Davidson, NC 28036
 (704) 892-6906

Gastonia

Johan Newcombe
 P.O. Box 1584
 Gastonia, NC 28053
 (704) 864-6536

Matthews

Stuart Rose
 P.O. Box 1994
 Matthews, NC 28106
 (704) 845-2760

Monroe

Chuck Williamson
 1st Presbyterian Church
 302 E. Windsor Street
 Monroe, NC 28112
 (704) 289-2574

Stanley County

Shirley Beal
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 Albemarle, NC 28002
 (704) 982-7971

York County


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**THE JUNIOR LEAGUE
 OF CHARLOTTE, INC.**
 TRAINING VOLUNTEERS SINCE 1926

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gives

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gives

Sponsored by: Foundation For The Carolinas • The Junior League of Charlotte, Inc.
The Volunteer Center of United Way of Central Carolinas • WCNC-TV 36.

Put your hand on your heart. The ancient Greeks believed that there, in your heart, lay all of your emotions: emotions, not fitness, shaped the heart. If you can't feel your heart beating right now, the ancient Greeks would say you're not giving enough of it away.

Your Time.

At Carolina Gives, we know that one person—one dedicated donor or volunteer—can make a world of difference. We have neighbors who need food. A place to sleep. Perhaps just a shoulder to cry on.

Schools need money to expand critical programs. Most need volunteers too.

We are surrounded by churches, temples and synagogues who can't survive on their own. By hospitalized children and elderly, to whom smiles, laughter and a warm hug mean more than any prescription. By painters, sculptors, writers, musicians—struggling artists of all kinds who desperately need support.

There are hundreds of non-profit organizations in the Carolinas working hard—sometimes working desperately—

to respond to our community's needs. They need your help. They need your time. They need your money.

Just think of the problems we could solve if each of us gave just a little of ourselves. Just 5 hours of our time each week. Just 5% of our annual income. It's

Your Money.

not much to give to a cause that you care about. But it could mean a world of difference.

Alone, we can't solve our community's problems. Together, we can. One step at a time. One hour at a time. One dollar at a time.

Strive for Five. Volunteer 5 hours a week. Give 5% of your income. You can change someone's life. And what a difference it will make in yours.

If you don't know where to start, call us today at 1-800-462-3636. We can help provide you with names and numbers. The rest is up to you.

Carolina Gives is a 2-year campaign to encourage individual volunteering and charitable giving in the Carolinas.

Carolina Gives can provide your

organization with a speaker on the subject of volunteering and charitable giving, assistance in structuring a corporate giving and/or corporate volunteer program, or help in recruiting the volunteers your non-profit organization needs.

The campaign also operates a

Your Choice.

7-day-a-week, 24-hour-a-day volunteer referral service—The Volunteer Connection—to match individuals interested in volunteering with the hundreds of non-profits needing volunteers in Mecklenburg, Cabarrus, Caldwell, Catawba, Cleveland, Gaston, Iredell, Lancaster, Union, and York counties.

Since the campaign kickoff in June of 1990, volunteer referrals to the community through The Volunteer Center have quadrupled. For further information on how you, your business, or your non-profit agency can participate, call Carolina Gives at 372-3536 (Mecklenburg) or 1-800-462-3636 today.

CAROLINA
Gives

ISSUES

SPRING, NINETEEN HUNDRED NINETY TWO, NUMBER TWELVE

The Duke Endowment

Issues is a publication of The Duke Endowment, a perpetual trust established by James Buchanan Duke in 1924. The Endowment provides assistance to not-for-profit hospitals and child-care institutions in North and South Carolina; rural United Methodist churches and retired ministers in North Carolina; and four educational institutions: Duke, Furman, and Johnson C. Smith universities, and Davidson College.

The purpose of this publication is to disseminate information about some societal issues which Duke Endowment grantees are addressing in new and creative ways.

Issues welcomes comments from readers. Letters may be sent to Issues, c/o The Duke Endowment, 200 South Tryon Street, Suite 1100, Charlotte, NC 28202. Issues reserves the right to edit letters for publication.

Editor – Elizabeth H. Locke, Ph.D.

Assistant to the Editor – Betty P. Hinson

Design – Steve Galit Associates, Inc.

"A Nation of Philanthropists":

How "Pro-Active" Volunteering Achieves Community and Personal Goals



Mary D. T. Jones

I live in what you might call "Smalltown, USA." Abingdon, Virginia has a population of about 10,000, no giant industries, no skyscrapers, and none of the enormous sports or entertainment facilities that many cities are building in the pursuit of development and tourism dollars. But in my opinion, Abingdon is the jewel of Southwest Virginia. It has good schools and health care, a thriving arts community, a fine library, and an involved populace.

I believe that the single greatest reason for my town's excellent quality of life is the giving and volunteering of its citizens. There is just no way to overstate what individuals and groups, participating in causes they care about, can mean to a town or city — or even to a state or nation.

We are richly blessed in this country in having a long tradition of individual and corporate giving

and volunteering. It is so much a part of our culture that we often take it for granted. But if you travel to other countries, you frequently find that others are amazed at what we do. They cannot quite believe that people here actually give from their own private incomes for the public good. "Isn't that what government and taxes are for?" they say. They also find it difficult to understand how we form so many groups and associations to benefit others. The freedom of people to band together to work for the arts or health or education or civic improvement is a very precious freedom indeed. We need to remind ourselves of that fact, and to strengthen our tradition of giving and volunteering.

We need to support the volunteers we already have and to encourage others to become involved. This, I realize, is a difficult challenge, as the "traditional" volunteers, stay-at-home wives and mothers, are joining the work force in ever-increasing numbers. At the same time that our "traditional" volunteer force is shrinking, society's need for volunteers is growing. Homelessness, AIDS, poverty, abused and neglected children, teen parents, drug abuse — all of these problems cry out for the creative solutions and one-on-one help that only volunteers can give. And I say "that *only* volunteers can give," because there simply isn't enough money to pay people for the help that's needed. Even if we had unlimited funds, there is something about the love and concern and caring of volunteers that money just can't buy.

Although the idea of volunteering in order to meet real and serious needs is extremely important, we should also recognize that volunteering brings many benefits to the volunteer.

There is the joy and satisfaction of seeing good things happen. There is the awakening to new points of view, new sensitivities, and respect for others. There is the wonderful feeling of empowerment — of realizing that we, as volunteers, really *can* make a difference, *can* bring about change, *can* tackle large problems — and we can succeed.

Some people are now becoming pro-active volunteers. By that I mean that they are taking time to assess their own interests and concerns, deciding on one or two causes they really care about, and then devoting significant time and dollars to those areas. They feel that in so focusing their efforts, their work will have more impact and they, in turn, won't feel guilty about saying "no" to other requests, or fragmented by trying to do a little bit for every cause.

Students and those re-entering the job market are becoming pro-active by volunteering in a focused way to build their own skills and abilities. People are establishing career-worthy resumes by volunteering in roles which can enhance their employment potential in the future. Still others are volunteering as a way of "testing" certain careers — a "free" way to see if a given job area is really what they want.

It is also encouraging to see how many corporations and agencies

are changing to meet volunteers' needs. Many firms are giving "release time" to employees, so that they can pursue voluntary activities during the business day. At the same time, many agencies that used to operate on a nine-to-five schedule, are adjusting their hours to be open at night and on week-ends. This is a boon for both the working volunteer *and* many of the agency's clients. It is heartening to hear corporate executives, who once were "all business" during office hours, say proudly: "I'm taking release time because my second-grader is in a school play this morning, and he wants his father to be there!"

People often think it takes great wealth to be a philanthropist. But those who give time and energy and love are philanthropists in the truest sense of the word. "Philanthropy," after all, literally means "love of humankind." We are indeed a nation of philanthropists. We must do all we can to strengthen and uphold this essential tradition.

Mary D. T. Jones

Mary D. T. Jones

Mary D. T. Jones is a trustee of The Duke Endowment and an active volunteer in the William King Regional Arts Center; Board of Directors, Council of Higher Education of Virginia; Virginia Commission for the Arts; and St. Thomas Episcopal Church.

"Moving Toward Wholeness":

New Concept in Healing Brings Nurses to Church Partnerships

There's a new, healing presence in some Charlotte churches these days. The clergy are still there; so is the organist, the choir director, the church school teachers, the office staff. They're still caring for the congregation. The new presence is the Parish Nurse; and she's helping the congregation care for itself.

Dianne Greene is the Parish Nurse at St. John's Baptist Church, near downtown Charlotte. A Parish Nurse, says Dianne, is a listener, supporter, facilitator, educator, coordinator, healer, interviewer, and resource person.

"First of all, you have to build trust and relationships," she says. "If you're already a member of the congregation, it's easier; they already know you. But Parish Nurses are carefully selected, so even if they're new to the church, they can build that trust over time.

"Technically, we're there to do some health screening, early identification of health problems, assistance in how to get care, where to

go for it, and so on. In reality, it's far more than that.

"It's about moving people toward the wholeness we all need and were created for. It's about helping people minister to each other. There's no way the pastor can really minister to the entire 'flock'; there's no way one person can be caretaker for the entire church. We are coming to realize that we — all of us — are the church. So we can help each other.

"People want someone to listen. They need someone to listen. We all need some kind of support system; and often we think that families provide this. But families are busy; some families are dysfunctional. And many people live entirely alone. They come to me with health problems: 'I've been to the doctor, but I don't understand... I have this problem, do I need to go to a doctor... My doctor doesn't listen... I forget what to ask...' Then they also come with other problems, with the health concern just leading the way. 'I've come to you for a routine blood pressure check, but really, I want to talk about my husband's drinking... or my teenager's crazy behavior... or my parents' failing health... or drugs... or my fear of death.'

"The spiritual and emotional problems surface through and around the health discussions. It leads us to helping before the problem is a crisis. It leads us to steering people to others who can help. It leads us to helping one another.

"Through this process, I've become a facilitator for a number of sharing/support groups. Like the pastor, I can't support everyone by myself, but I can help get people together on issues and concerns in their lives... aging parents, women in transition, what it means to be a male in our society. And we've been able to rally and unite the

*Dianne Greene:
"First of all
you have to
build trust."*



parish to care for our own members in need.

"One member of our church was a Hospice volunteer at a local hospital. One day she spotted another member of St. John's in the Hospice Unit. She fed her, talked to her, and then came to me with the idea that maybe we could train some of our own members to be Hospice volunteers — our own church group. We hoped for maybe ten. We got forty!

"Another parish member is blind and deaf. Her husband has emphysema, and there are no children nearby. We rallied. We decided that a few of us should learn some rudimentary sign language, so we could 'talk' when we visited. We hoped for a 'few'; we got sixteen! One volunteer now takes on the grocery shopping; others visit; and several have now taken classes in how to walk with the blind.

"I'm not sure these people think of themselves as trained, skilled volunteers; but they are that, and more. They are ministering to real needs, in a basic, personal, hands-on way. They are discovering the peace and fulfillment that comes when loving service is freely given. The Parish Nurse is still a very new concept, but it certainly works; and I hope it will grow."

Parish Nurse Program Coordinator Stephanie Biggers says it will grow, as clergy and church lay leaders understand the concept. "Right now, thanks to funding from grants, churches are asked to pay 25 percent of the Parish Nurse's salary the first year; so it's easier for congregations to get started.

"I first heard about the program a few years ago when its founder, Granger Westberg, came to Charlotte to speak. At about the same time, Byron Bullard, past-president of Presbyterian Hospital, also heard about the program at a meeting in California. He appointed a commit-



Stephanie Biggers:
"It's already spreading."

tee to look into the program and to help get start-up funding. As coordinator, I help to select the nurses and the churches, serve as a resource to the program, and try to provide what the nurses need. In January, 1990, we began with four churches: St. John's Baptist, Covenant Presbyterian, Christ Lutheran, and Chapel of Christ the King Episcopal, a low-income, minority congregation which also serves as a community center.

"It's already spreading. We have three additional churches now, and plan for two more this spring. The concept is also growing nationally, with some 25 hospital-supported programs developing over the past five years.

"As Dianne said, it's not just the placing of a nurse in the congregation; it's what that nurse-as-catalyst does to get more and more people involved. With all the emphasis today on prevention, wellness, and health maintenance, this is a very effective method of reaching people. But it's so much more. It's a ministry of healing and wholeness."

The Duke Endowment has provided \$135,000, over a three-year period, in start-up funds to Presbyterian Hospital to help establish the Parish Nurse Program. The Endowment invites other eligible hospitals to apply for similar funding.

"We Heard About Joe Ervin":

Church Saves \$150,000 in Building Costs

"It's the personality of our church — to pitch in, to work together, to find ways to accomplish our goals." Jim Beam's handsome face lights up as he talks about his church, Durham United Methodist, near Shelby, N. C.

"We're an old church," he says. "The first Durham Church was organized in 1882, with land acquired from C. C. Durham, and the first building constructed in 1896. We've grown and changed a lot over the years, but the constant thing has been the willingness of our members to contribute — not just money, but time, talent, and skills to the work of the church.

"When we started looking at actually moving the church to a new location, it seemed almost an impossibility. We had outgrown the older, urban location; we did not have good classroom space or a fellowship hall; parking was a problem. But the costs of acquiring land and building a new church were prohibitive. I serve as Building Committee Chairman, and I know how hard we worked to try to make the new church possible. But it just

didn't seem that we could do it. Then we heard about Joe Ervin. That changed everything!"

Joe Ervin is a United Methodist pastor, who, during his 35-year career, has led numerous building programs in his own churches, as well as supervising overseas construction for missions. Now, he works "more than full time" as Construction Supervisor for the entire Western Conference.

"What that means," says Ervin, "is that I work as the supervising contractor, so that the church can use all — or nearly all — volunteer labor. It's the whole difference between doing — and not doing — the project. For example, here at Durham Church, I figure we're saving about \$150,000, due to being able to use volunteers. That's a nice savings. But even more important, if the church had to borrow that amount, on top of what they already must borrow for materials, well, it just wouldn't happen. No one would lend that amount of money.

"It's not just the money, though. Projects like this unite the congregation; everyone works, hands-on, for *their* church. There are about 100 members at Durham Church, and I'll have 10-15 here every day, more on weekends. In addition, the women of the church bring lunch and snacks. They feed us so well, sometimes it's hard to get back to work!

Joe Ervin: "No one would lend that amount of money."





Jim Beam, Dan Jolly, and Women of the Church: "They feed us so well!"

"When The Duke Endowment funded my position in 1983, we were the only Conference in all Methodism to have this type of program. I've done about 40 churches since then, building or remodeling. And now the idea is spreading to other areas. There is just no replacement for the fellowship and commitment that come from hands-on, working together, and seeing the results of your work."

The beautiful new brick structure is now almost ready for its eager congregation to move in. Dan Jolly,

Durham Church's treasurer, looks ahead to what the new facility will mean.

"We're going to be able to do so much more," he says. "Now that we have classrooms and fellowship space, our youth will become more active. We already have strong United Methodist men's and women's groups; they meet frequently; often a meal is involved. Now that we have adequate space, a kitchen, and parking, I see that area growing, too. We have an excellent music program, but again, it lacked space and facilities before. Our strengths will be stronger here; and we can increase our community focus. Scouts, meals-on-wheels, day care and many other needed programs often seek space from churches. Now maybe we can reach out in some of those areas, too."

As Jim Beam says, it is clear that this congregation is ready and able to "pitch in." They have built a dream, and with Joe Ervin's help, that dream has become a shining reality.

In addition to funding the Construction Supervisor's position, The Duke Endowment has awarded \$20,000 to Durham United Methodist Church for construction of its new facility, and anticipates making further grants to the project.



"No Pay... No Credit":

How Furman Students Really Make a Difference

Can you complete this sentence?
Over 1,400 Furman University
students are:

- majoring in Business
- joining fraternities and sororities
- going to Florida for spring break
- volunteering in the community

We don't know about the first three options, but it is a fact that some 1,400 Furman undergraduates — a whopping 60 percent of the student body — are actively involved in community service. How has this ethic of service and sharing come to be a basic part of student life at Furman?

In the best tradition of volunteerism, everyone gives credit to everyone else. Student leaders Alex Ohrel and Art Snead are co-chairs of the Collegiate Educational Service Corps (CESC) the umbrella organization that recruits, coordinates, and arranges for students



Alex Ohrel: "We call it the Furman Bubble."

to help in some 84 different volunteer programs in and around Greenville, SC.

Alex and Art say a large share of the credit goes to Betty Alverson, CESC's long-time director. "Miss A," as she is affectionately known, says it's the student leadership that is responsible, year after year.

"CESC began 26 years ago," says Miss A, "soon after Furman moved out to its new campus which was then fairly isolated from Greenville. "We started with just six students," she recalls. "From the beginning, we wanted to build a program that would be an integral part of life at Furman. And we have. Today,

*"Our celebrations
involve doing
for others."*





student leaders, athletes, campus 'stars' of all kinds are active in CESC.

"I don't want to call it 'a tradition,' because that sounds like something tied to the past. CESC is about the present and the future — helping here and now so things will be better tomorrow.

"Youngsters from disadvantaged homes who were once 'little brothers' or 'little sisters' of Furman students have grown up, studied hard, and been accepted at Furman, at Duke, and other fine colleges. One boy, confined to a wheel chair, picked a football player for his 'Furman buddy.' You could actually see that child gaining confidence as he became part of things, was made an honorary member of the football team, moved on to another buddy (at Furman, football players graduate). His grandmother came by last year to tell us, joyfully, that Josh had been elected president of his middle school student body. Not all of our stories have a happy ending, but it's wonderful to see what a real difference our students make in so many lives. There's no pay. There's no course credit. It's just people helping people.

"Transportation is our biggest problem. We don't need to be rich. If we had a lot of money, we'd start hiring people to do things instead

of doing them ourselves. But we are still 10 miles from Greenville's inner city, and we tend to rely on 20-year-old cars with over 100,000 miles on them. Our alumni do remember us; and we are now in the University budget; but we do need transportation and gas money to get to where the needs are."

"The needs are compelling," says Alex. "I would be worrying about how I did on a test, or my grade average; then I'd go to my volunteer job and see kids worrying about whether they'd have any dinner that night. I remember one boy who was sneaking sandwiches from the afternoon snack tray. It turned out that his father was in jail, and he was trying to bring supper home to his younger brother.



*Art Sneed:
"Plenty of fun
along the way."*

Miss A: "It's okay to say no."



"So much of college is self-centered. It's about your education, your dorm, your dates, your grades. And the Furman campus is so very beautiful and a little remote. It would be easy to live in what we call 'the Furman Bubble.' So you need to balance that, to have perspective, to give as well as take. And this perspective then carries back to the classroom. Your course work takes on deeper meaning after you've been out in the 'real world.'"

"I really think CESC is unique," says Art. "We have excellent leadership, incredible participation, and a very strong organizational model. We send personal letters to all freshmen before they get here. We follow up with phone calls. We invite them to our open house and slide show, explaining CESC and showing some of the opportunities. We had 750 turn out for this year's



event. We have so many different kinds of work to be done; there's something to suit everyone's talents and schedules. There's a lot of choice, and students like that. There's discipline, too. We've found that not all agencies are good for volunteers. Alex and I have to spend time with them, trying to improve whatever it is that's turning our students off. And sometimes students get over-committed and don't follow through. Miss A always tells us: 'It's okay to say no; but if you say yes, then do it.' She's right!

"Don't get the idea that Service Corps is all heavy responsibility," continues Art. "There's plenty of fun along the way, culminating in May Day Play Day, a campus-wide festival for all the people we've worked with all year.

"Last year, CESC marked its 25th anniversary by raising \$25,000 and building a Habitat for Humanity home for a handicapped couple. It's typical, I think, that our celebrations involve doing for others."

Former Greenville mayor Max Heller agrees. "Through CESC, Furman students have learned that in giving, you receive. Their lives have been enriched, and they have brought faith in humanity back to the needy and forgotten."

Leadership, organization, training, flexibility, fun, fellowship — all are ingredients in CESC's success. But underlying it all is a profound belief in these words from CESC's brochure:

"I am only one but I am one.
I cannot do everything,
But I can do something.
What I can do, I ought to do,
And what I ought to do
By the grace of God, I will do."

The Duke Endowment makes annual grants to Furman University to support a variety of projects and programs. 1991 grants to Furman exceeded \$2 million.

"It's a 50-50 Equation:"

What Volunteers Can Do...And What They Need

"I don't see how we could operate without it," says Dr. Suzanne Hiott, Executive Director of Carolina Children's Home, Columbia, SC. The "it" Dr. Hiott considers so essential isn't federal funding, or physical plant, or trained staff. These are "musts," but the essential "it" is volunteer involvement.

Without even thinking hard, Dr. Hiott reels off a list of impressive, creative, and essential volunteer accomplishments:

- The Honor Guard - former board members who work as an "alumni group" to advise, help with fund raising.
- Teens and college students - help in the office, stuff envelopes. "At Christmas, college students and some retirees hand-addressed cards to our entire mailing list. That's over 7,000 cards!"
- Businessmen, lawyers, accountants - give professional in-kind assistance.
- Garden clubs - "adopt" a portion of the grounds. Nearly a dozen clubs plant and take care of their particular area. "And that's not all. Each club takes a different month to decorate our dining halls. They're fantastic!"
- Service clubs - want projects, often once-a-year events. "We keep a list of suitable projects, so clubs can select. But the Sertoma Club is super-extra-special. Their project is to run our annual fund drive. They do it every year. Talk about essential!"
- Painting and Decorating Contractors of America, Columbia Chapter - takes one

cottage each year for exterior painting and "fix-ups."

- Doctors - many give free pediatric care, with Medicaid covering medication costs.
- Pharmacists - provide free consultation to staff on administering medicine.
- The U. S. Army - about twice a year a unit from Fort Jackson calls when they're between training sessions. As many as 50 soldiers come to our campus to do grounds work, fall and spring.
- Foster Grandparents, retired senior citizens - help with homework, go for walks, play games. "They have such wisdom to share, and young people will often take advice from 'grandparents,' when they won't listen to others. In turn, we help them by making our conference room available to the Foster Grandparents Association for their training sessions."
- YWCA (another good "trade") - The YWCA has no pool, so they use the Home's pool at specified times, to teach the public. "And our kids get free swim lessons!"
- Volunteers - help serve special luncheons when the Home entertains guests and important visitors.



Dr. Hiott (l) and Trustee: "They need the right opportunities."

Soldiers from Fort Jackson: "When they're between training sessions."



- Generous people - provide birthday parties for the children, tickets to the circus, to baseball games, to concerts.

In a very short time, it is clear that Dr. Hiott really means it when she says her Home just couldn't do without volunteers. "But," she cautions, "volunteers require lots of care. They need the right opportunities for their group or talents or schedules. They need training. They need supervision. They need to be recognized and thanked.

"That's why we have a truly professional volunteer coordinator. Frances Sanders has two masters degrees, one in Rehabilitation Counseling and one in Special Education. She's a major reason for our success in attracting and holding volunteers."

"We are fortunate," says Frances, "in not having to do a lot of recruiting. We've been part of Columbia since 1909. We're in town, in an accessible location. Churches and colleges, schools and civic groups just keep sending us wonderful people. We offer some internships, too, and that brings us students for the summer or even longer.

"Once the volunteers have expressed an interest, I contact each one personally and set up a one-on-one appointment of at least one hour in length. I work a flex-time schedule, so that I can be available when the volunteer wants to come. Tomorrow, for example, I have a session at 6:15 p.m. The prospective volunteer works, and that's when she can come; so that's when I'll be here. I know that some organizations wait until they have a group of new volunteers, and then run an orientation class. I've found it's better to capitalize on that commitment right away. Don't let the time drag on between expressions of interest and actual placement. We also find that one-on-one personal contact is a good beginning.

"During that hour-long interview we review our training manual, talk about our needs, and the volunteer's interests. I try in a subtle way to discover their motivation. Knowing why they want to be here helps me to place them where they'll be happy and effective. Sometimes they know exactly what they want to do; others need to explore a little. I stress to them that if something



isn't working out they should let me know right away. They can always switch to another area; there's no need to feel 'locked in.' But when we take the time to know our volunteers, we're more likely to place them in the right job. In the two years I've been here, we've only had two re-assignments.

"The other side of the equation is staff training. Our staff members are professionals. We always make it clear to the volunteers that with these special children in our care, the staff is responsible for actual care and treatment; volunteers work with staff to help. So staff members need to know how to relate to volunteers and how to take maximum advantage of their skills and talents.

"I think it's a kind of 50-50 equation. Staff should have at least 50 percent of the volunteer job clearly spelled out; but the volunteer can be a little creative with the other 50 percent—first learning the job and then seeing how it can be expanded and improved.

"Suzanne is right about the importance of volunteers. They accomplish wonders. They make a real commitment to us. In order for

it to work, though, we have to make an equal commitment to them—to their interests, their time, their training, their fulfillment. We really 'invest' in our volunteers, and, believe me, the 'return' is magnificent."



The Garden Clubs: "They're fantastic!"

The Duke Endowment provides annual support to Carolina Children's Home to help underwrite general operating costs and programs. 1991 grants to the Home totaled \$45,354.

Philanthropy USA

Carolina Gives, Give Five Campaigns Spur Remarkable Increases in Giving, Volunteering

The Gallup Survey (see page 15) shows that volunteering in America has increased by a remarkable 9 percent in only two years. Corporations are encouraging employee involvement. Nonprofits are doing more and better recruiting. "Young" retirees are getting involved. Teens and college students are participating. Senior citizens are becoming active volunteers. And charitable giving, which is closely tied to volunteering, increased by nearly six percent in 1990; to an impressive total of over \$122 billion.¹

No one can pinpoint any single reason for this outpouring. But certainly a contributing factor is the series of campaigns conducted in some 30 cities around the country, led by Independent Sector and its "Give Five" message. Through Advertising Council materials, media "blitzes," and a whole

panoply of locally-organized programs, Americans have been asked to adopt a giving "goal": five percent of income and five hours a week to whatever causes they care about. Some of the materials ask people to imagine what we could do about education, drugs, crime, illiteracy, homelessness, if we all adopted a "Give Five" goal.

In Charlotte, N. C., the campaign has been running for nearly two years. It's one of the few campaigns in the nation to involve an entire region and to cross state lines. Ten counties in North and South Carolina have joined together to promote "Carolina Gives," which asks people to "Strive for Five." Co-sponsored by The Junior League of Charlotte, Inc., the Volunteer Center of United Way of Central Carolinas, WCNC-TV 36, and the Foundation for the Carolinas, Carolina Gives has achieved an impressive array of successes.

- Pre-campaign survey to determine present levels of giving and volunteering
- Continuous media coverage from NBC-affiliate WCNC, including about 5,000 PSAs,



talk shows, coverage of special events, and regular volunteer/donor spotlight features

- Other media outlets have also run about 10,000 PSA spots
- Extensive literature/poster/brochure/bill stuffer/billboard distribution through businesses, libraries, banks
- Speakers Bureau to bring the message to civic and church groups, neighborhood organizations, professional associations, government
- Corporate/business resource manual, with "how-to" examples from local businesses (small, medium, and large) of volunteer programs, in-house campaigns, recognition ideas, release time policies, in-kind giving
- Sabbath Weekend - materials on giving and volunteering, sermons, texts, youth lessons for churches and synagogues, distributed and targeted for one weekend in May
- Special Events - Volunteer-a-thon, Volunteer Safari, community events such as Ice Capades, SpringFest, Jazz Charlotte, to recruit new volunteers



Corporate volunteers pledge "people hours" with WCNC news anchor.

- Recognition Program - to enable nomination of hundreds of "Carolina Givers," not as a contest to select "winners," but as a celebration to recognize as many generous people as possible

Final results are not yet in, but the Campaign already has figures showing that the number of referrals to community work through the Volunteer Center has quadrupled since the Campaign began. Campaign leaders are confident that the surge of giving and many of the programs will continue after the two-year Campaign ends in June.

For information on Carolina Gives, contact:

Gail Howard
 Carolina Gives
 301 South Brevard Street
 Charlotte, NC 28202
 704/372-0642

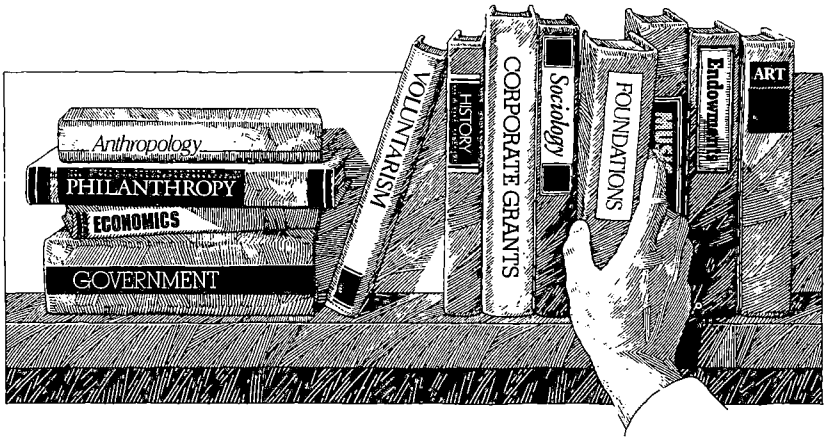
For information on Give Five programs, contact:

Paula Shoecraft
 Independent Sector
 1828 L Street, NW
 Washington, DC 20036
 202/223-8100

The Duke Endowment has been an active volunteer partner in the Carolina Gives Campaign.

'Giving USA: The Annual Report of Philanthropy, for the year 1990 (New York: AAFRC Trust for Philanthropy, 1991) 11.

Books...Research...Books...Research



Independent Sector, the national coalition of corporate, foundation, and voluntary organizations, has spearheaded much of the serious research now being undertaken on philanthropy and the nonprofit sector. In addition to encouraging others, IS has also sponsored its own research on key issues. A good case in point is the recently released study, *Giving and Volunteering in the United States*, based on the results of national surveys conducted by the Gallup Organization.

The 292-page volume presents the data in a variety of useful tables and charts, with descriptive and

analytical text provided by Drs. Virginia Hodgkinson and Murray Weitzman. The report will be a boon to speech writers, drafters of reports, students, teachers, and folks who "just want to know."

Who volunteers? How much? Where? Why? Are the numbers up or down? Who gives money? How much? To whom? Why? What is the monetary value of the time and skills given each year by volunteers? The answers are all here. The chart (below) gives just a sample of the information available in this comprehensive and useful report.

Volunteers: Number, Hours, and Dollar Value: 1987 and 1989

Volunteers	1989	1987
Volunteers (as percentage of population)	54.4	45.3
Volunteers (in millions)	98.4	80.0
Average weekly hours per volunteer	4.0	4.7
Annual hours volunteered (in millions)	20,467.2	19,552.0
Assigned dollar values (in billions of dollars)	169.6	149.0

Copies of Giving and Volunteering in the United States are available from Independent Sector, 1828 L Street, NW, Washington, DC 20036, at \$30 per copy.

Notes and Comments

Thank you very much for including Phi Beta Kappa on your distribution list for *Issues*. I have been in this post for just six months and snap up every publication that seems to offer counsel on the work of nonprofit organizations. I found *Issues* to be especially helpful in that regard and have, in fact, ordered several of the other publications you endorsed.

Thanks again for your thoughtfulness.

Douglas W. Foard
Secretary
The Phi Beta Kappa Society
Washington, DC

Do you have thoughts or plans about issuing an index? For future reference usefulness we librarians find author, title and subject indexes to be invaluable.

Thomas W. Hill
Librarian
Upper Savannah AHEC
Greenwood, SC

We had not considered compiling an index for Issues; but we welcome the suggestion. Would others find such an index useful? Please let us hear from you, with ideas, comments, suggestions.

Ed.

I have just finished reading the spring edition of *Issues*. All of the topics were most informative for a healthcare administrator.

I would appreciate your adding my name to your mailing list.

Lee F. Sayre, FACHE
Assistant Administrator
Cape Fear Valley Medical Center
Fayetteville, NC

To: Mr. James C. Self

I have just finished my second reading of your lead editorial in *Issues*. As one not-so-famous son of South Carolina was fond of saying, "You hit the nail on the head without bustin' the board!"

Your lifetime of service in good causes and your business acumen are two sides of another coin that we would do well to mint in quantity — citizenship.

James S. Barrett
Executive Director
The Spartanburg County
Foundation
Spartanburg, SC

Thank you for your latest issue of *Issues*. I find it interesting and helpful, particularly the article on "Corporate and Foundation Giving" (useful to me) and "I Hear How Lonely They Are."

I shall immediately recommend the management course to several clergy friends. With this training, they will become even more capable in ministry.

Thomas A. Collins
N. C. Conference
The United Methodist Church
Raleigh, NC

I would like to be added to your mailing list for *Issues*. I have read several issues and find it extremely informative.

Thomas G. Gettinger
Administrative Assistant
The Byerly Hospital
Hartsville, SC

If you'd like to add your name to our mailing list, please write to: Office of Communications, The Duke Endowment, 200 South Tryon Street, Suite 1100, Charlotte, NC 28202. Issues is available free, upon request.

Ed.

The Duke Endowment

200 South Tryon Street, Suite 1100, Charlotte, North Carolina 28202

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April 24, 1992

David --

I just touched base with Advance in Charlotte and got some acknowledgements from the Lead Advance Tim Simonsen.

- Strom Thurmond -- he will be speaking before Governor Martin
- Governor Jim Martin and wife Dottie
- Richard Vinroot (mayor of Charlotte) and wife, Judy
- Jack Laughery (BQ Regional Finance Chairman) and wife Helen
- Bobby Holt (BQ '92 Finance Chairman)

Great color/joke acks:

- Cale Yarborough (race car driver) (no word on wife)
- Richard Petty (race car driver) (no word on wife)

FACT CHECK COPY

DDJCMN
Wednesday, April 22, 1992
12:00 p.m.

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992
7:10 p.m.

Advance
as of 4/22
Peggy Hazelberg

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I can't believe your airport is now the 8th busiest in the country. The old saw used to be, you had to go through Atlanta if you wanted to get to Heaven; now they say it is much more fun if you go through Charlotte.

Kim Metz
Charlotte/
Douglas
International
(704) 359-
4000

It is wonderful to see so many good friends here. Governor Jim Martin and I have a lot in common. We both have to deal with a House full of Democrats -- we don't need his Ph.D. to realize that's bad chemistry. You know, people say they think Jim will have a hard time making the transition from politics to medicine. I don't think so! I'll bet it won't take him anytime at all to learn to spend Wednesday afternoons on the golf course. Being here at Carowinds, I'm tempted to compare Congress to an amusement park, but that wouldn't really be fair. An amusement park has some activity in it.

I have been looking forward to being with you tonight, there is so much I admire about this city -- especially the way you support two concerns that are close to my heart -- education and service to others. Your "Foundation for the Carolinas" shows the priority you place on community efforts. Many people here in

Charlotte
(704) 398-
1300
Jimmy
ORR
(704) 359-
4000
Charlotte
Douglas

Carowinds
site has
been declined

Foundation
Annual
Report

Tracy
National
Service

Charlotte have been named "points of light". Charlotte has good reason to be a proud city.

I could talk about what you are doing in this great city all night, but I especially want to thank each of you who have contributed so generously to our re-election campaign. Your support is very important and I very much appreciate your commitment to the goals of my Presidency.

NEXIS

I know many here are concerned about the economy. That's my number one concern as well. This month we had some heartening news about the United States economy. All around the world, consumers and companies buy American goods and services in ever-greater amounts, despite the sluggish performance of some of their own economies. U.S. exports -- I look around this room and I see many who are aware of this -- U.S. exports are experiencing a surge, rising seven percent in February to a one-month record high of almost \$38 billion. And once again, I think in a good sense, American exports, manufacturing exports, are leading the way.

Why
break it
up before
he does

Young
President's
April 21
(YPO)

This good news underscores a fundamental truth about our own competitiveness: If we're to succeed economically at home, we must succeed economically abroad. And the evidence is indisputable: Open markets and free trade mean new jobs for American workers and certainly growth for American companies. Over the past four decades, trade-related jobs in our country have grown three times faster than overall American job creation.

YPO

There's still much we can do to make America more competitive. And one of our serious economic problems right now is the cost of capital -- it's too high. A high cap-gains tax rate discourages investment and, thus, business expansion and, thus job creation. None of our industrial competitors -- major industrial competitors -- tax capital gains at rates comparable to ours. Germany, as some of you know, Germany doesn't tax them at all. And in Japan, an entrepreneur who sells the company that he's built from scratch pays a tax of one percent. It makes no sense that we ask our workers to compete with those vigorous economies with a much higher capital gains rate.

And yet, the very people who complain about America's ability to compete block our effort -- every effort to lower the capital gains tax. A lower rate will benefit virtually everyone in America, not only those who run a business, but anyone who owns a house, or a farm, or share of stock, seeks a better job. So it's time to stop punishing the pursuit of excellence. And it's time, I think, to cut the tax on capital gains.

For us to compete we also must lighten up the regulatory burden that Washington imposes on every American business. Last January we announced a 90-day moratorium on federal regulations. Wherever possible, we blocked those regulations that discourage growth and we're accelerating those that encourage growth. So far, the preliminary estimates show that we've saved American business \$10 billion to \$20 billion in regulatory costs.

Wednesday, I'm going to make an announcement about the next step

YPO

YPO

SOTU

took
fairly

YPO

Tuesday

in our battle against these excessive regulations, but for now I simply want to say the days of overregulation are just that -- they are over.

There's been a lot of talk about change this election year. Most of it has been just that -- talk. But that's not good enough if we're going to build a better America. We need people of action. People with the experience to know what to do, and how to do it. People of principle -- willing to stand up against powerful special interests. That's why I need your support -- to fight for change -- make this country a better country -- I need your help to serve for four more years.

I have talked often about the need for reform. And I've acted -- made specific and far-reaching proposals. I've called for reform of our education system, our health care system, our courts and our election campaigns. Right down the line, issue after issue, from crime to Congress, our Administration has proposed fundamental changes to help us solve pressing national problems.

We have had some successes in our efforts to change things - - but more often than not roadblocks stand in the way. They are the special interests. They are not interested in change. They stand squarely behind the status quo. They may be powerful. They may be influential. They may be well-connected. But let me tell you this: they are wrong.

It used to be that a doctor's first concern was about the care of the patient not the chance of a malpractice suit. You

know what I'm talking about -- obstetricians not delivering babies, parents not coaching Little League, volunteers not helping the elderly -- all because of the fear of lawsuits. That's wrong. That is not the America we want. People should spend more time helping each other, and a little less time suing each other.

Sure, our legal system is complicated. People's rights must be protected, but it desperately needs reform -- and no lawyers' lobby should stand in the way.

It used to be that we were confident that when we sent our children to school they would get a first class education. Know how to read and write -- and understand something about the world. We also believed that education includes teaching values and responsibility -- you know, "right from wrong". That builds character and that's the way it should be.

But educational achievement has been sliding for years. And now we thank our ^{hope?} lucky stars that our child's school isn't one where they find a gun in someone's locker, or drug dealing in the playground. That's wrong. That is not what we want for our children. And our teachers -- they are also counselors, mentors, social workers, and surrogate parents. God bless them for the work they do. They deserve our best effort to make the system better. Our America 2000 reforms are gaining steam. Break-the-mold schools -- national standards and testing, community by community. And whether it's among public schools, or private, or religious, parents deserve the right to choose their children's

1965
1966
Fed share
800 million

Fed/ State
1.7 billion total

1992
72.5 bill
Fed

~~72.5 billion~~
Ee
127 billion

6

38% just last year
from past 2 years
in the past 30-40 years
from 1991-
1992

transition

...king to c
...going to
...to the ho
...while ou
finest quality care in the world, too many people can't qualify
for health insurance or can't afford it. And the cost of even
minor surgery has gone through the roof. Many poor people would
prefer going to a family doctor but end up going to hospital
emergency rooms for routine medical treatment. Sometimes they
wait for hours, because the doctors and nurses have to treat
life-and-death emergencies first. And then frustrated, over-
worked hospital staff refer to them derogatorily as GOMERS --
meaning "get out of my emergency room". This too is wrong. And
it's got to change.

Our health care proposal is comprehensive. It makes health
insurance accessible and affordable for all Americans -- without
throwing out the finest quality health care in the world. We
must not go the way of nationalized health care with its long
lines, impersonal service, and fewer options for consumers. If
that's what we wanted, we'd put health care under the Department
of Motor Vehicles. A brand new big bureaucracy -- kind of like
Medicaid -- started as a \$\$___ anti-poverty program. Now it's
\$\$___ and growing at a rate of %__ a year. Multiply that a
few times and that's a cradle-to-grave boondoggle. And no matter
what those whose first resort is a new big government program --

6563
Hans
Kutner
Dick
Zaffke
1976
Steve
Cole

Fish
Brown
OMB
4926

with all the self-perpetuating features of the old big government programs -- nationalized health care would be a national disaster.

In these and so many areas that demand reform, our government can play a pivotal and positive role in addressing many of our nation's most critical problems. I've been in government for many years. I've been in the Congress, and I've served this country -- in uniform and as a diplomat -- overseas. I've also run a business, met a payroll, created jobs. I know how to meet the competition. I've seen this country change -- sometimes for the better, sometimes for the worse. So I think I bring something to the table when it comes to taking on the status quo. ✓

You need to know the system in order to change it. If you don't, you won't know what needs change. "Change for change sake" is meaningless and empty. It takes more than happy talk. More than lip service to reform -- and then full service to special interests. The Democratic Party will always revert to form -- solve a problem by creating a program -- more power to the bureaucracy, less to the individual. They don't understand that people are yearning for a return to responsibility, that old idea that refuses to go out of style. Liberal Democrats don't understand that people have had it with the "no-fault" lifestyle -- the denial that actions have consequences. Parents want their kids brought up to know that. And the people have a right to a government that understands that as well.

*San Francisco
B-Q
Feb 25*

The American people know -- as government tries to do more and more, it delivers less and less. Next year, the federal government will spend \$1.5 trillion dollars of your money. There is just no question about it. The federal government is too big and spends too much.

Major reforms are in order. First, it's time for the Congress to govern itself by the laws it imposes on others. No more special treatment. And it's time for sweeping reform of campaign financing -- time to eliminate the special interest PACs. It's time for real spending reform; time for the President to have what 43[✓] governors have -- the line-item veto. And I'm going to take that case to the American people this fall.

Finally, it's time to make Congress a citizen assembly, not a club for careerists -- time to limit the terms of Members of Congress. My term is limited to two terms and I want to serve both of them -- so I don't see that it would hurt to have Congress limited to six terms for a member of the House and two terms for a senator. It would keep government more active, more vital and closer to the people.

It will help us get government back to the basics. Focus on what people want, what they need, what they deserve. Things like wholesome families, good jobs. Safe streets, good schools, a strong economy and a strong country. If you think about it that's nothing more than a working definition of freedom. That's what I believe, and why I am asking for your support for another four years.

These last years have seen our world turned upside down. Think how much we have accomplished. Think of our blessings. With God's help and with hard work to support our convictions, we've helped change the world. We've helped the peoples of Eastern Europe and the old Soviet empire peacefully throw off the yoke of communism. And today we're aiding their transition to free markets, helping them reduce their nuclear arsenals. And we stood up against dictators and exporters of totalitarian revolution in Latin America and we've helped democracy take root in nearly every country of our hemisphere.

When a ruthless tyrant overran Kuwait and threatened to engulf the Middle East in its worst conflagration, we protected the people of Israel and Turkey and Saudi Arabia. And we organized an unprecedented world coalition and we liberated Kuwait from the aggressor. And in the process we accomplished a breakthrough sought by every President from Truman to Reagan -- we brought Arab neighbors face to face with Israel for the first time at the peace table.

And we won the Cold War and we stopped Saddam's aggression because, 12 years ago, we renewed our faith in our values and we strengthened our defenses. The United States is now the undisputed leader of the entire world. And we will keep ourselves strong, and we will stay engaged in world politics. This is no time to pull back and to retreat and to be afraid of the changes in the world. In world security and in world markets, we will remain engaged.

Detroit
B-Q
April 14

Detroit
B-Q
April 14

Detroit
B-Q
April 14

And we have a mission together to carry on the American Dream for new generations. And with your help and with grassroots action, we can win a mandate to lead this country for four more years. And we can keep our country open to the contributions of immigrants, of trade, of ideas. And we can work together and win with our plans to reform our schools, our health care system, our very system of government. And we can assure that when we reach the new century, America still will be the strongest, the bravest, the freest nation on the face of the Earth.

Thank you all. And may God bless each and every one of you and our great country, the United States of America. Thank you very much.

#

Young Pres

SP Bush Feb

Joe Detroit B-Q

Ha ha

September 19, 1989

Dear President Bush,

I think that children should have school at their homes. Because it would be easier that way. How it would be easier? When you are sick you could still have school at home in your bed. Other things that would be easier would be that kids could sleep late and have a longer day at school, and on vacations will still have school at home.

Moms and Dads can help you if they're at home and if not someone else can help you. Your school day would be shorter because you don't have Art, P.E., etc., etc.

P.S. Please answer - me soon!

from your fifth grader,
Jonathan Ryan Becan

write me at { 519 Knob View Drive
this address } Winston - Salem North Carolina 27104

over

13
Rachel Hoefflin
York Ridge Apts. #928
12904 York Ridge Dr.
Charlotte, Nc. 28273

Mr. President Bush,

I have never written to you before,
but it has been my dream to write
you! My name is Rachel Hoefflin
I have a friend named Wes
and we think that we have found
the mystery of the Bermuda Triangle.
We think that the current is the main
reason to the Bermuda Triangle mystery.
We think that because when people sleep on
Bermuda islands, during the night
the current takes them away. So that's
why the sailboats disappear! It's the same
with airplanes. One way to lose cargo
is for the ships run into 'icebergs'. Do
you think we solved the Bermuda
Triangle mystery? Yes or No? (write on
a piece of paper)

10
- Dear President Bush,

I like when my
teacher reads my class
some books because
every body gets sleep
from Haruka

Greensboro,
NC

36

B. I. Gould Rd.
Jacksonville, NC 28540
Sept. 3, 1991

Dear President Bush,

My name is Elena Saro. I have blue eyes and blonde hair. I love school and sometimes I wish school was on the weekends. I watched your speech yesterday Sept. 3, I thought it was great. Will you send me a picture of you and Mrs. Bush? Do you have kids or pets? What is it like to be a president? Is it hard or easy? If I married a president I would help kids read and write. And even if I don't marry a president I would still help them. I am going to be a doctor when I grow up. Well I will always watch your speeches. I'll write you soon.

Sincerely,
Elena Saro

Nix
Memorandum for Speechwriting Staff

From: Dan McGroarty

Regarding: *B/Q Charlto*

Please return your comments to
Room 122 by:

2pm Tomorrow

Today's Date: _____

APR 22 1992

DDJCMN
Wednesday, April 22, 1992
12:00 p.m.

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I can't believe your airport is now the 8th busiest in the country. The old saw used to be, you had to go through Atlanta if you wanted to get to Heaven; now they say it is much more fun if you go through Charlotte.

It is wonderful to see so many good friends here. Governor Jim Martin and I have a lot in common. We both have to deal with a House full of Democrats -- we don't need his Ph.D. to realize that's bad chemistry. You know, people say they think Jim will have a hard time making the transition from politics to medicine. I don't think so! I'll bet it won't take him anytime at all to learn to spend Wednesday afternoons on the golf course. Being here at Carewinds, I'm tempted to compare Congress to an amusement park, but that wouldn't really be fair. An amusement park has some activity in it.

I have been looking forward to being with you tonight, there is so much I admire about this city -- especially the way you support two concerns that are close to my heart -- education and service to others. Your "Foundation for the Carolinas" shows the priority you place on community efforts. Many people here in

*Funny
but
insulting?*

Charlotte have been named "points of light". Charlotte has good reason to be a proud city.

I could talk about what you are doing in this great city all night, but I especially want to thank each of you who have contributed so generously to our re-election campaign. Your support is very important and I very much appreciate your commitment to the goals of my Presidency.

I know many here are concerned about the economy. That's my number one concern as well. This month we had some heartening news about the United States economy. All around the world, consumers and companies buy American goods and services in ever-greater amounts, despite the sluggish performance of some of their own economies. U.S. exports -- I look around this room and I see many who are aware of this -- U.S. exports are experiencing a surge, rising seven percent in February to a one-month record high of almost \$38 billion. And once again, I think in a good sense, American exports, manufacturing exports, are leading the way.

This good news underscores a fundamental truth about our own competitiveness: If we're to succeed economically at home, we must succeed economically abroad. And the evidence is indisputable: Open markets and free trade mean new jobs for American workers and certainly growth for American companies. Over the past four decades, trade-related jobs in our country have grown three times faster than overall American job creation.

There's still much we can do to make America more competitive. And one of our serious economic problems right now is the cost of capital -- it's too high. A high cap-gains tax rate discourages investment and, thus, business expansion and, thus job creation. None of our industrial competitors -- major industrial competitors -- tax capital gains at rates comparable to ours. Germany, as some of you know, Germany doesn't tax them at all. And in Japan, an entrepreneur who sells the company that he's built from scratch pays a tax of one percent. It makes no sense that we ask our workers to compete with those vigorous economies with a much higher capital gains rate.

And yet, the very people who complain about America's ability to compete block our effort -- every effort to lower the capital gains tax. A lower rate will benefit virtually everyone in America, not only those who run a business, but anyone who owns a house, or a farm, or share of stock, seeks a better job. So it's time to stop punishing the pursuit of excellence. And it's time, I think, to cut the tax on capital gains.

For us to compete we also must lighten up the regulatory burden that Washington imposes on every American business. Last January we announced a 90-day moratorium on federal regulations. Wherever possible, we blocked those regulations that discourage growth and we're accelerating those that encourage growth. So far, the preliminary estimates show that we've saved American business \$10 billion to \$20 billion in regulatory costs. Wednesday, I'm going to make an announcement about the next step

in our battle against these excessive regulations, but for now I simply want to say the days of overregulation are just that -- they are over.

There's been a lot of talk about change this election year. Most of it has been just that -- talk. But that's not good enough if we're going to build a better America. We need people of action. People with the experience to know what to do, and how to do it. People of principle -- willing to stand up against powerful special interests. That's why I need your support -- to fight for change -- make this country a better country -- I need your help to serve for four more years.

I have talked often about the need for reform. And I've acted -- made specific and far-reaching proposals. I've called for reform of our education system, our health care system, our courts and our election campaigns. Right down the line, issue after issue, from crime to Congress, our Administration has proposed fundamental changes to help us solve pressing national problems.

We have had some successes in our efforts to change things - - but more often than not roadblocks stand in the way. They are the special interests. They are not interested in change. They stand squarely behind the status quo. They may be powerful. They may be influential. They may be well-connected. But let me tell you this: they are wrong.

It used to be that a doctor's first concern was about the care of the patient not the chance of a malpractice suit. You

know what I'm talking about -- obstetricians not delivering babies, parents not coaching Little League, volunteers not helping the elderly -- all because of the fear of lawsuits. That's wrong. That is not the America we want. People should spend more time helping each other, and a little less time suing each other.

Sure, our legal system is complicated. People's rights must be protected, but it desperately needs reform -- and no lawyers' lobby should stand in the way.

It used to be that we were confident that when we sent our children to school they would get a first class education. Know how to read and write -- and understand something about the world. We also believed that education includes teaching values and responsibility -- you know, "right from wrong". That builds character and that's the way it should be.

But educational achievement has been sliding for years. And now we thank our lucky stars that our child's school isn't one where they find a gun in someone's locker, or drug dealing in the playground. That's wrong. That is not what we want for our children. And our teachers -- they are also counselors, mentors, social workers, and surrogate parents. God bless them for the work they do. They deserve our best effort to make the system better. Our America 2000 reforms are gaining steam. Break-the-mold schools -- national standards and testing, community by community. And whether it's among public schools, or private, or religious, parents deserve the right to choose their children's

schools. It's a giant undertaking to change the nation's education system -- but we are going to do it -- with or without the permission of the NEA.

It used to be that going to the hospital didn't conjure up images of financial ruin. And while our health care is still the finest quality care in the world, too many people can't qualify for health insurance or can't afford it. And the cost of even minor surgery has gone through the roof. Many poor people would prefer going to a family doctor but end up going to hospital emergency rooms for routine medical treatment. Sometimes they wait for hours, because the doctors and nurses have to treat life-and-death emergencies first. And then frustrated, over-worked hospital staff refer to them derogatorily as GOMERS -- meaning "get out of my emergency room". This too is wrong. And it's got to change.

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with all the self-perpetuating features of the old big government programs -- nationalized health care would be a national disaster.

In these and so many areas that demand reform, our government can play a pivotal and positive role in addressing many of our nation's most critical problems. I've been in government for many years. I've been in the Congress, and I've served this country -- in uniform and as a diplomat -- overseas. I've also run a business, met a payroll, created jobs. I know how to meet the competition. I've seen this country change -- sometimes for the better, sometimes for the worse. So I think I bring something to the table when it comes to taking on the status quo.

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And we have a mission together to carry on the American Dream for new generations. And with your help and with grassroots action, we can win a mandate to lead this country for four more years. And we can keep our country open to the contributions of immigrants, of trade, of ideas. And we can work together and win with our plans to reform our schools, our health care system, our very system of government. And we can assure that when we reach the new century, America still will be the strongest, the bravest, the freest nation on the face of the Earth.

Thank you all. And may God bless each and every one of you and our great country, the United States of America. Thank you very much.

#

only 50 percent of the national average back in 1929 and 68 percent in 1950, had climbed to 97 percent in 1980.

Georgia's accomplishments are not only economic. The state has also made enormous strides in race relations. It has attracted back thousands of talented blacks who felt forced a generation or two ago to seek a life in the North. Jimmy Carter's best assurance for a place in history comes from his 1971 inaugural address: "I say to you quite frankly that the time for racial discrimination is over. Our people have already made this major and difficult decision. No poor, rural weak or black person should ever have to bear the additional burden of being deprived of the opportunity for an education, a job, or simple justice." Carter later hung the portrait of Martin Luther King, Jr., in the state capitol, still a courageous deed in the Georgia of the early 1970s.

Atlanta became one of the most vibrant cities of the latter 20th century, at once a symbol and the heartbeat of the new Southern economy. In the present day, according to Southern economist Philip Hammer, Atlanta's position is based on more than its location (though that is still vital). "It is based rather," according to Hammer, "upon a new set of essential functions in an increasingly complex industrial structure—the 'central work' functions of business, industry, finance and government that cannot be duplicated anywhere else. No other city in the region occupies or duplicates Atlanta's role as the spark plug, catalyst, generator, service center, financier, clearing house, trading point, policy maker and pace setter for the region's new economy." Hammer might have added that no other Southern city comes close to Atlanta as a center of intellectual ferment, black leadership, and the civil rights movement. Singly, no one of these factors might mean too much; taken together, they effect a kind of critical mass that makes Atlanta the premier city of the South and a force to be reckoned with nationally.

No matter what measure one draws from the statistical handbag, Atlanta's preeminence is illustrated. The rail lines of the South still converge there, but so do the interstate routes and the air routes at Atlanta's big new Hartsfield International Airport, opened in 1980. (Atlanta has become the world's busiest airport in number of planes taking off and second only to Chicago's O'Hare in volume of passengers.) There was an old joke in railroading days about Southerners agreeing that whether they went to heaven or hell, they would have to pass through Atlanta; now it has been revamped with a new punch line in which a Southerner, asked whether he will go "down" or "up" after death, replies, "I don't know, but whichever, I'll have to change planes in Atlanta." On this side of the Great Divide, all Southern capitalists turn now to Atlanta for money; its banks are among the most aggressive in the entire United States, and it is no longer necessary to run to New York for big financing. Atlantans like to point out that 431 of the *Fortune* 500 industrial firms have offices in Atlanta. The city is also the nerve center of federal government offices in the South. Retailing, professional services, light manufacturing, and construction have all boomed in postwar Atlanta. The downtown skyline has been entirely remade in the past years, and will be remade again in the next decades. In the 1970s, Atlanta became a media center through

anecdote

April 24, 1992

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST

FROM: JANICE CROUSE

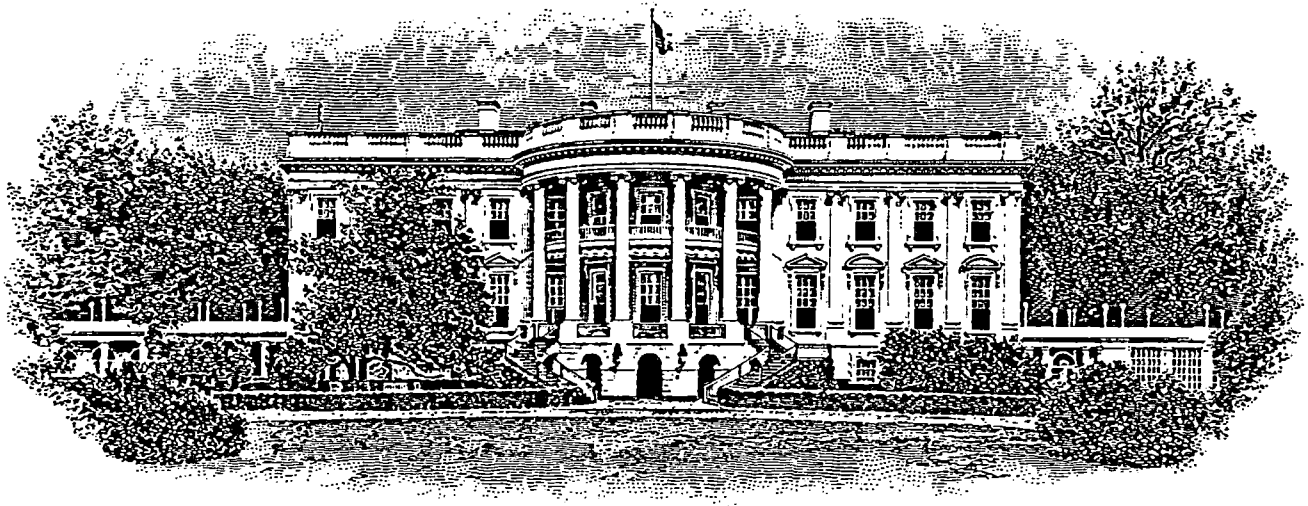
SUBJECT: BUSH-QUAYLE FUNDRAISING DINNER - CHARLOTTE

I. SUMMARY

On Monday, April 27, at 7:10 p.m., you will deliver remarks to an audience of approximately 500 people gathered at the Adams' Mark Hotel in downtown Charlotte. You will be introduced by Governor Jim Martin.

II. DISCUSSION

Your remarks (19 minutes, on prompter) highlight the key reform elements of your domestic agenda.



FACSIMILE TRANSMITTAL SHEET

NUMBER OF PAGES INCLUDING COVER 2

DATE 4/24

TO David Demarest

FAX NUMBER 2983

COMMENTS Color tips for

BA-Charlotte

FROM Michelle Vix

* **DEPARTMENT OF COMMUNICATIONS** *

OFFICE NUMBER x 7750

COLOR IDEAS

Just thought I'd pass on a few color ideas to help you when you sift through the research file. Some of the best specific schtuff is in the magazine articles. Note that this is being slated as a Carolina event -- not just North Carolina. Here's a few ideas:

- I included about four letters from kids from North Carolina. There are some cute letters. We used Haruka's letter in Lehigh Valley. We could use that one again or one of the others to illustrate a point or make a joke. One letter rambles on about a lot of things, but one of the lines is: "What's it like to be President? Is it easy or hard?" Another girl tells POTUS she and her friend solved the mystery of the Bermuda Triangle. There could be a joke there about "that must be where the working Congress got lost."
- I have numbers for North Carolina exports and their tie to NC jobs. We've been using local figures in other Bush-Quayles to say "You understand the importance of opening our markets. North Carolina exports . . . and that means . . . jobs right here in the Tar Heel State." Since there will also be some South Carolina guests, we could use figures for both states. Their both in that folder.
- Strom Thurmond is probably going to speak. There's still some question about it, but it looks likely. We could do a line about him as a joke or maybe as a mention of "the way government ran in Strom's day . . . "
- Maybe at the ending line, where POTUS blesses everything and everyone, we could throw in something about the Carolinas, or the "Thank you for this warm Carolina welcome" or some such reference.
- I don't know if that folder had all the jokes from Doug Gamble. If not, Janice might have them.

I'm going to be in Beth's office crashing on the Arrival Ceremony draft for the German dude. If you have any questions about anything, Sharon can reach me there.

COLOR IDEAS

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CROUSE/NIX
Thursday, April 16, 1992
3:20pm
[BQ-CHRLT]

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I understand your airport is the 8th busiest in the country. Used to be, you had to go through Atlanta if you wanted to get to Heaven; now there's another route -- straight through Charlotte.

I have been looking forward to being with you tonight, there is so much I admire about this city. I especially appreciate the fact that you have led the way on two major emphases of my Administration -- service to others and education. You have embraced service to others in an extraordinary way; Charlotte is on the cutting-edge with your own "Foundation for the Carolinas" which provides leadership for community efforts. I have been told that groups and persons in Charlotte have been named "points of light" in numbers far exceeding the size of this city. You also have the largest program in the country for "Habitat for Humanity." And, you have also led the way in educational reform by starting a massive magnet school program under the direction of [].

I especially want to thank each of you who have contributed generously to our re-election campaign. Your support is very important and I appreciate so much your commitment to the goals of my Presidency.

You know what we have accomplished -- even though the news media have focused on other things. You know the foundation we have already laid for change -- and how important it is for us to have four more years to see those reforms become reality. You know the incredible obstacles Congress has thrown in the path of our significant reforms. You also know that they can't stop progress. We worked around them during the first term, and now -- with Republicans taking their place this November -- we will move forward toward four more years -- for one reason, and one reason only -- to renew hope in America through vigorous reformation.

Tonight, I want to assure you that come November Congressional blockades of progress will be history. Some have viewed Congressional stalemates as nothing more serious than politics-as-usual; just political fun-and-games. But we know that the wrangling and stalling on our proposals have blockaded progress and have been a grave injustice to America. Yes, they have hurt George Bush and the Republican Party, but the greatest damage has been what they have done to the American public -- hope is in short supply.

Well, let me tell you -- our vigorous reforms are going to renew hope in America. This nation faces serious challenges; there's no question about that. But, this nation's citizens should not be mired in discouragement and fear. The Democratic Congress has violated the public trust of national leadership and that has produced these feelings across this country . They

should be ousted to make room for Republicans who will be guided by principle and motivated by what is best for the American people. Such a Congress will produce sound changes and vigorous reforms.

Tonight, I will focus on this Administration's record of accomplishments -- I want to get our message past the media strangle-hold and through to the American people. You have heard our plans, but somehow the media continues to overlook our message. Let's look at my hopes in terms of the traditional reporter's questions: who, what, when, where, how.

WHO --- INDIVIDUALS

My hope for America is based on the American people -- those grassroots individuals who are the backbone of our communities; those people who give unstintingly to help others reach their potential; those people who work hard to assist the hurting, or hungry, or homeless.

Democracy is based on a balance between the individual's freedom and the individual's responsibility. We believe that every American can and should contribute to resolving the serious issues that face our country and that local solutions will be more effective, longer lasting and more real than anything dictated from Washington.

WHAT -- THREE LEGACIES

Everything our Administration has done during this first term and all the change planned for the second is to secure three important legacies for our children's and the nation's future: peace -- in our schools, on our streets and around the world, jobs -- both for today's workers and for tomorrow's graduates, and families -- to sustain us as individuals, to nurture and encourage our children, and to preserve our nation's character and culture.

Our plan is designed to give our nation's children a double-edged competitive advantage -- quality education and strong character. The next century will offer wonderful opportunities for the fully prepared, but few jobs for the poorly educated. And, if the next century is to be another American century, we must arm our children with excellence both in learning and in the moral principles and ethical values that give word and deed, integrity and meaning. We must remind them that America excels, because we value education; and America is great, because America is good. Let no one mistake our determination to provide America's students with the education, values and job opportunities they must have for economic advancement and for America's world-leadership.

WHEN -- THE NEW AMERICAN CENTURYWHERE -- VALUES

HOW -- CHANGE/REFORM

Don't get me wrong, the role of government is very important -- we are the catalyst for change. Our nation's economic future depends upon vigorous reforms in five key areas -- trade, legal, health care, education, and government. We have a responsibility

government reform

educational reform -- Over the past three years, I have repeatedly emphasized the importance of specific education goals for my Presidency and I am proud of the progress we have made in forging programs to revitalize our school system. We have given Secretary of Education, Lamar Alexander, a mandate to ensure that by the year 2000:

- Our children will start school ready to learn.
 - Our national high school graduation rate will increase to at least 90%.
 - Our students will be competent in five core subjects -- based on world-class standards.
 - Our children will be first in the world in science and math.
 - Our adults will be literate and able to compete in the work force.
 - Our schools will be drug-free, safe and disciplined.
- To achieve these educational goals, we must have a brave, innovative blueprint -- an action plan that gives our nation's teachers and principals the flexibility they need to create a

sound educational environment in the classroom. We cannot continue to tie the hands of our teachers when it comes to shaping the classroom experience and then blame them when the students can't learn. This plan -- which I call, America 2000 -- will produce a new generation of American schools with world-class standards of performance.

The principle of parental choice of schools is the linchpin of America 2000. And, this principle is the primary difference between my approach to educational reform and the Democratic approach. The Democrats stand for the status quo and the Bush Quayle team is committed to change. Competition is the force that constantly re-charges our economy; just so, competition can renew and revitalize public education. Parental choice offers new hope for American parents who want their children to get the best possible preparation for success and it offers new hope for our nation's economic future.

Our goals of America 2000 are practical; they give us a reliable plan for the future. We have a forward-moving, dynamic program that will be a powerful force for change. Forty-three states have endorsed these goals and thousands of American communities are mobilizing to help ensure the implementation of America 2000.

health care reform

legal and regulatory reform
trade

CONCLUSION

Thank you for your role in assuring our reelection. We are counting on you to carry the day November 6th. And, as we enter this new Century, we know that the values and character of the United States of America will help shape the world. May God guide and direct our reforms, preserve our precious legacies and bless the United States of America.

CROUSE/NIX
Thursday, April 16, 1992
11:53am
[BQ-CHRLT]

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I understand your airport is the 8th busiest in the country. Used to be, you had to go through Atlanta if you wanted to get to Heaven; now there's another route -- straight through Charlotte.

I have been looking forward to being with you tonight, there is so much I admire about this city. I especially appreciate the fact that you have led the way on two major emphases of my Administration -- service to others and education. You have embraced service to others in an extraordinary way; Charlotte is on the cutting-edge with your own "Foundation for the Carolinas" which provides leadership for community efforts. I have been told that groups and persons in Charlotte have been named "points of light" in numbers far exceeding the size of this city. You also have the largest program in the country for "Habitat for Humanity." And, you have also led the way in educational reform by starting a massive magnet school program under the direction of [].

I especially want to thank each of you who have contributed so generously to our re-election campaign. Your support is very important and I appreciate so much your commitment to the goals of my Presidency.

You know what we have accomplished -- even though the news media have focused on other things. You know the foundation we have already laid for change -- and how important it is for us to have four more years to see those reforms become reality. You know the incredible obstacles Congress has thrown in the path of our significant reforms. You also know that they can't stop progress. We worked around them during the first term, and now -- with Republicans taking their place this November -- we will move forward toward four more years -- for one reason, and one reason only -- to renew hope in America through vigorous reformation.

Tonight, I want to assure you that come November Congressional blockades of progress will be history. Some have viewed Congressional stalemates as nothing more serious than politics-as-usual; just political fun-and-games. But the American public is beginning to see that the wrangling and stalling on our proposals have blockaded progress and have produced a grave injustice for America. Yes, they have hurt George Bush and the Republican Party, but we can take it. The greatest damage has been what they have done to the hopes and dreams of the American public. Look at the way people are feeling these days -- hope is in short supply.

Well, let me tell you -- our vigorous reforms are going to renew hope in America. This nation faces serious challenges; there's no question about that. But, this nation's citizens should not be mired in discouragement and fear. The Democratic

Congress that has produced these feelings across this country has violated the public trust of national leadership. They should be ousted to make room for Republicans who will be guided by principle and motivated by what is best for the American people. Such a Congress will produce sound changes and vigorous reforms.

I am going to talk about this Administration's record of accomplishments until the word gets past the media strangle-hold and through to the American people. We have told our plans repeatedly, but I am going to lay out my plans and proposals, again, in language so simple that the liberal reporters will finally be able to understand our blueprint for change.

My hope for America is based on the American people -- those grassroots individuals who are the backbone of our communities; those people who give unstintingly to help others reach their potential; those people who work hard to assist the hurting, or hungry, or homeless.

Let's look at my hope in terms of the traditional reporter's questions: who, what, when, where, how. Think they'll get that?

WHO -- people. (with government's help; not taking over)

WHAT -- family, jobs, peace

WHEN -- Year 2000, New American Century

WHERE --

HOW -- change
educational reform
health care reform
legal reform
regulatory reform

- They have a Republican governor, but a Democratic-controlled House -- "situation is almost as bad as nationally -- system is not working and actions have no relevance to reality."
- Governor Jim Martin is from Charlotte -- was a professor of Chemistry at Davidson, then was a Congressman, then ran for governor. His brother is a Senior Officer is huge local bank.
- McMillan (Republican Congressman) is from Charlotte.

Latest Draft

CROUSE/NIX
Tuesday, April 21, 1992
4:31pm
[BQ-CHARL]

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I can't believe your airport is now the 8th busiest in the country. The old saw used to be, you had to go through Atlanta if you wanted to get to Heaven; now they say it is much more fun if you go through Charlotte.

It is wonderful to see so many good friends here. Governor Jim Martin and I have a lot in common. We both have to deal with a House full of Democrats -- we don't need his Ph.D. to realize that that's bad chemistry. You know, people say they think Jim will have a hard time making the transition from politics to medicine. I don't think so! I'll bet it won't take him anytime at all to learn to spend Wednesday afternoons on the golf course.

Being here at Carowinds, I'm tempted to compare Congress to an amusement park, but that wouldn't really be fair. An amusement park has some activity in it.

I have been looking forward to being with you tonight, there is so much I admire about this city -- especially the way you support two concerns that are close to my heart -- education and service to others. Your "Foundation for the Carolinas" shows the priority you place on community efforts. Groups and persons in

Charlotte have been named "points of light" in numbers that far exceed the size of this city. You also have the largest program in the country for "Habitat for Humanity" and your magnet school program is a massive educational reform effort.

I could talk about what you are doing in this great city all night, but I especially want to thank each of you who have contributed so generously to our re-election campaign. Your support is very important and I very much appreciate your commitment to the goals of my Presidency.

Tonight, I want to talk about the November election which offers us an unprecedented opportunity to replace those Democratic Congressmen and Congresswomen who have violated the public trust by literally blocking the reforms this nation desperately needs and denying the changes that would put this country back on track.

This year, there may be 150 seats up-for-grabs in Congress. That means your personal efforts are more important than ever before. The time is right; 1992 is the year to pull out all the stops to get Republicans in Congress. With a Republican controlled Congress, we will be able to vigorously pursue reforms that will rekindle hope in America. The problems facing us represent serious challenges; there's no question about that. But, Congressional wrangling and stalling on our proposals have done more than just delay progress and frustrate this Administration. The delay-tactics of this Congress have been

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disastrous for the country and they have diminished hope for millions of American citizens. They have relinquished their right to national leadership. We must replace them with Republicans who will be guided by principles and motivated by what is best for the American people.

You know that many incumbents will not stand for reelection; we must make sure that those seats don't go to liberal clones. We must make sure that -- come November -- Congressional blockades to progress will be history. Our nation's citizens should not be discouraged, frustrated or pessimistic about change. Those who say that the special interest groups are too entrenched -- both at the State Houses and in Washington; that the bureaucracy is too big, for change to happen, are wrong. We must work to get a Republican majority in Congress to bring new hope for Americans -- for those who are grimly pounding the pavement looking for a job, for those whose livelihood or life's savings have been wiped out from businesses destroyed by trade imbalances, for those whose children are in academically inferior schools, for those who are without health insurance, and for those living in areas where violence has curtailed freedom and become a way of life.

Tonight, I ask you to help get our Administration's message through to the American people. Our approach to reform is sound; it provides a solid foundation on which to build HOPE FOR ALL AMERICANS.

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There are those who say my long record of government service ill-equips me to lead the charge for change. Let me tell you -- I have been in the belly of the beast and unless you're well acquainted with its insides, there's no way you can move that monster. During my 12 years in Washington, I have heard its stomach growl and I know which ribs are tender -- you give me four more years and a strong Republican-controlled Congress and we will beach that whale of bureaucracy. In its place we will launch sleek powerboats of reform and change. And, let me assure you, the driver behind the wheel of those powerboats will be persons who represent the best interests of the America people and this nation.

As I look out over this audience and see so many friends -- some I have known for many years, I know the things you value and I know what you hold dear. I know how much it hurts you to see our great country off track. I know how painful it is to see a whole generation of our young people at risk.

And, I know how frustrating it is to have special interest groups -- highly organized, well-funded, politically-connected special interest groups who are not working for the best interests of our citizens and our country -- determine our government's agenda and decide what we are going to do about these problems.

The Democrats always turn to these groups. The country's got a problem? -- they've got a program. Years later and

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billions of dollars later, it is obvious to everyone else that the problem is worse. The Democratically-controlled Congress has wrapped itself up in vested interests. It's time we shouted "these emperors have no clothes." When American parents beg to choose the best school for their children, the powerful education lobbies say, "If you look at it from my perspective, those old clothes still look good." When the American public says it is sick of silly law suits, the silver-tongued lawyer lobbies say, "We have suits in a rainbow of colors." When unprecedented numbers of Americans want simple health insurance coverage and common-sense changes in welfare, big government bureaucrats are featuring a designer-a-day. When ordinary Americans are calling for Congressional term limits, simplified regulations, and a criminal justice system that works, inside-the-beltway lobbyists are strutting out high-fashion ensembles. It is high-time we took on these groups and revealed their lack of "clothes." That's the only way to reclaim our nation.

Where do we start? We begin by cleaning house up on the Hill. And then, we begin to forge the kind of vital legacy we want to leave for our children and the kind of powerful engine we want to drive our nation's future. First, we will restore America's families -- to sustain us as individuals, to nurture and encourage our children, and to preserve our nation's character and culture. Second, we will expand job opportunities -- both for today's workers and for tomorrow's graduates. And,

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third, we will secure peace -- in our schools, on our streets and around the world.

You won't find many Democrats who will disagree with those legacies -- but there is a very important difference between us and them. We know how-to and we have the know-how to reach our goals. The Democrats see a problem and they turn to a program. The Republicans see a problem and we turn to the people. The Democrats see government as the master problem-solver. Republicans see government as a catalyst through which the people implement their reforms and accomplish their purposes. The Democratic view of government is inherently distrustful of the American people -- they trust big government to tell us what to do; to solve our problems for us. They don't trust us with the responsibility for change.

My hope for America is different. It is based on a balance between the individual's freedom and the individual's responsibility. We believe that the collective contributions of millions of Americans, working together, can, should, and will contribute to resolving the serious issues that face our country. We also believe that local solutions will be more effective, longer lasting and more real than anything dictated from Washington.

This great nation was founded on the efforts of ordinary people who produced extraordinary results. Americans are still capable of producing that kind of change. If we get the bloated

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bureaucracies out of the way, the American people -- with the help of their government -- will move forward and plant seeds of hope that will flourish all across this great nation.

I know of no city which illustrates this point better than Charlotte. In the past decade this town has experienced extraordinary progress and economic growth. What you have done here; we want to do across the nation.

If the next century is to be another American century, we must arm our children with excellence both in learning and in the moral principles and ethical values that give word and deed, integrity and meaning. We must remind them of this truth -- America excels, because America values education; and America is great, because America is good. Let no one mistake our determination to provide America's students with the education, values and job opportunities they must have for economic advancement and for America's world-leadership.

Few question that the past century was the American century -- the United States of America was foremost on just about any index of greatness. But, if we want to remain at the forefront of nations, we must set and attain some specific goals for the next decade so that by the year 2000 we will be back on course in five high-priority areas -- trade, legal, health care, education, and government. I am prepared to push hard for reform in these areas because our position among nations and our children's

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future depends on what we do toward these reforms during the next decade.

Let's look first at Government Reform: When I was on the Hill, we typically had 6 staffers, now some staffs number around 30 people. When those staffs are serving the American people, we don't mind. There are some Congressional members -- on both sides of the aisle -- whose influence and achievements warrant sufficient support staff to get the job done. But, none of us is fooled when the "image" and "perks" mean more than statesmanship. I am determined to bring accountability back into the government so that, once again, public service can be an honorable career choice.

Let's turn now to Educational Reform: While Congress has wrangled, our national high school graduation rate has declined and our student's rankings on core subjects, such as science and math, have plummeted. While Congress has quibbled, more adults who lack literacy are trying to compete in the job market. While Congress has stalled, our schools have become war zones. While Congress has frittered billions of dollars on pork-barrel legislation, more and more of our nation's children are entering school ill-prepared and unready to learn.

My Administration has a brave, innovative blueprint -- an action plan to transform American education. This plan -- which I call, America 2000 -- will produce a new generation of American schools with world-class standards of performance. The linchpin

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of America 2000 is parental choice. And, this principle is the primary difference between my approach to educational reform and the Democratic approach. Competition is the force that constantly re-charges our economy; just so, competition can renew and revitalize public education. Parental choice offers new hope for American parents who want their children to get the best possible preparation for success and it offers new hope for our nation's economic future.

Let's move on to Health Care Reform: Do you remember back when all the pundits were saying that health care reform would be the hottest issue on the campaign trail? All that was before our plan was unveiled in February. Since then, silence from the Democrats. The fact that they haven't attacked the plan says volumes about its quality and workability. The fact that they have moved on to other issues is a loud and clear indication that our proposal is strong. And, after we get a Republican Congress, we will see quick implementation of our solid recommendations.

Did you hear the latest emergency room jargon? GOMERS -- it stands for "get out of my emergency room." Doctors and nurses use that name for the people who use the emergency room as their family doctor. They say, "We have to do something about the GOMERS so we can handle the real emergencies when they come in." Our health care reform package addresses critical issues like this one. It expands accessibility, lowers costs and builds on

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public/private partnerships while it continues to ensure world-class quality of care.

Focus now on Legal and Regulatory Reform: I have often summarized my agenda for legal reform by saying, "We must sue each other less and start helping each other more." The water had barely receded in Chicago before the headlines began to focus on the legal squabbles that ensued. You have no doubt heard about the corporate chairman who assured the directors at the close of an annual meeting that next year would be even better than the current year. It wasn't and he was sued to the tune of eight million dollars!

This kind of frivolous litigation has got to stop; I am determined to bring some common-sense reforms into the legal and regulatory picture. As I said earlier, the only people standing in the way of these reforms to benefit the entire nation, are the special interest groups and their Congressional puppets.

Now, let's look at Trade Reform: Remember back when the opposition criticized our sound principles of economic reform and called for drastic action on the economic front. Well, we have had some heartening confirmation of our agenda. The nation's exports were up seven percent in February to a record high of almost \$38 billion. This rebound affirms our reliance on American competitiveness, open markets and free trade.

We are moving ahead to increase exports in North America through NAFTA -- the North American Free Trade Agreement, which

D R A F T

will be one of the world's largest trading areas and will mean hundreds of thousands of new jobs for Americans.

We are also moving to preserve GATT -- the world trade negotiations. Through the worldwide expansion of open trade, we expect to see the United States' share of this growth to exceed one trillion dollars.

We are working to cut the capital gains tax because we believe it stifles American ingenuity and excellence. Lower capital gains taxes will benefit everyone -- from the young family who sells a house to the middle-income family who owns a business.

CONCLUSION

Thank you for your role in assuring our reelection. We are counting on you to carry the day November 6th. And, as we enter this new Century, we know that the values and character of the United States of America will help shape the world. May God guide and direct our reforms, preserve our precious legacies and bless the United States of America.

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D R A F T

Current Status of Draft

CROUSE/NIX
Monday, April 20, 1992
6:35pm
[BQ-CHRLT]

PRESIDENTIAL REMARKS: BUSH-QUAYLE FUNDRAISER
CHARLOTTE, NORTH CAROLINA
MONDAY, APRIL 27, 1992

Thank you for that warm welcome. You know, coming into Charlotte is no longer a small-city experience -- I understand your airport is the 8th busiest in the country. I had no idea it had become that big. I was talking to someone about that Russian Cosmonaut who spent 313 days in space and he said, "I've spent almost that long in a holding pattern over Charlotte." The old saw used to be, you had to go through Atlanta if you wanted to get to Heaven; now there's another route -- straight through Charlotte.

It is good to see so many good friends here. Jim Martin -- He and I have a lot in common. We both have to deal with a House controlled by the Democrats. We don't need his Ph.D. to know that that's bad chemistry. You know, people say they can't see Jim making the transition from politics to medicine. Ridiculous! It won't take him anytime to learn to spend Wednesday afternoons on the golf course.

I have been looking forward to being with you tonight, there is so much I admire about this city. I especially appreciate the support you have given to two major emphases of my Administration -- service to others and education.

- You have embraced service to others in an extraordinary way; Charlotte is on the cutting-edge with your own "Foundation for the Carolinas" which provides leadership for community efforts.
- I have been told that groups and persons in Charlotte have been named "points of light" in numbers that far exceed the size of this city.
- You also have the largest program in the country for "Habitat for Humanity," a practical outreach to the homeless.
- And, your massive magnet school program under the direction of [], has led the way in educational reform.

I especially want to thank each of you who have contributed so generously to our re-election campaign. Your support is very important and I very much appreciate your commitment to the goals of my Presidency. With your support, we have laid a solid foundation for change. And, during the next four years, those reforms will become a reality. With your support we have moved around the incredible obstacles Congress has thrown in our path. Being here at Carowinds, I'm tempted to compare Congress to an amusement park, but that wouldn't really be fair. An amusement park has some activity in it.

Tonight, I ask for your active involvement in assuring that -- come November -- Congressional blockades to progress will be history. And, with Republicans taking their place, we will be

able to move forward full speed ahead to renew hope in America through vigorous reforms and solid change.

Some people have looked at the Democratic stalemates and called it politics-as-usual -- just political fun-and-games. But Congressional wrangling and stalling on our proposals have done more than delay progress. The delay-tactics of this Congress have been disastrous for the country and they have diminished hope for millions of Americans.

- New hope is desperately needed among those anxiously pounding the pavement looking for a job.
- New hope is desperately needed among those whose livelihood or life's savings have been wiped out from businesses destroyed by trade imbalances.
- New hope is desperately needed among those whose children are in inferior schools.
- New hope is desperately needed among those who are without health insurance.
- New hope is desperately needed among those living in areas where violence has curtailed freedom and become a way of life.

Well, let me tell you -- we are going to vigorously pursue reforms that will rekindle hope in America. The problems facing us represent serious challenges; there's no question about that. But, our nation's citizens should not be mired in discouragement and fear. Let's replace those Democratic Congressmen who have stood in the way of progress -- thereby, violating the public trust. Let's demand that they relinquish national leadership. Let's replace them with Republicans who will be guided by principles and motivated by what is best for the American people. We need a committed and dedicated Congress; a Congress that will produce sound changes and vigorous reforms.

Tonight, I ask you to help get our Administration's message past the media strangle-hold and through to the American people. Our approach to reform is sound; it provides a solid foundation on which to build HOPE FOR ALL AMERICANS. Our approach to reform is simple and workable -- a literal "who, what, when, where, and how" of vigorous change.

WHO ARE OUR CHANGE AGENTS? --- INDIVIDUAL AMERICANS

My hope for America is based on the American people -- those grassroots individuals who are the backbone of our communities; those people who give unstintingly to help others reach their potential; those people who work hard to assist the hurting, or hungry, or homeless.

Democracy is based on a balance between the individual's freedom and the individual's responsibility. We believe that every American can and should contribute to resolving the serious issues that face our country. We also believe that local solutions will be more effective, longer lasting and more real than anything dictated from Washington.

This great nation was founded on the efforts of ordinary people who produced extraordinary results. Americans are still capable of that kind of change -- if we get government off their backs so they can get the job done. I have complete faith in the American people -- the best people on the face of this earth. If we clear the way, they will move forward and plant seeds of hope that will flourish all across this great nation.

WHAT DO WE HOPE TO ACCOMPLISH? -- THREE LEGACIES

Everything our Administration has done during this first term and all the changes planned for the second have had one supreme purpose -- to secure three important legacies for our children's and the nation's future. First, we must secure peace -- in our schools, on our streets and around the world. Second, we must expand job opportunities -- both for today's workers and for tomorrow's graduates. And, third, we must restore America's families -- to sustain us as individuals, to nurture and encourage our children, and to preserve our nation's character and culture.

Everything we do must be designed to give our nation's children a double-edged competitive advantage -- quality education and strong character. The next century will offer wonderful opportunities for the fully prepared, but few jobs for the poorly educated. If the next century is to be another American century, we must arm our children with excellence both in learning and in the moral principles and ethical values that give word and deed, integrity and meaning. We must remind them of this truth -- America excels, because America values education; and America is great, because America is good. Let no one mistake our determination to provide America's students with the education, values and job opportunities they must have for economic advancement and for America's world-leadership.

WHEN WILL WE SEE RESULTS? -- THE NEW AMERICAN CENTURY

While many of the reforms we have proposed are starting to be implemented immediately, we also have long-range plans in many areas that will culminate in a New American Century for the year 2000. To name just two -- we have Healthy People 2000, a plan for health promotion/disease prevention and we have America 2000 for a revitalized educational system across the nation.

Few question that the past century was the American century -- the United States of America was foremost on just about any index of greatness. But, if we want to remain at the forefront

of nations, we must set and attain some specific goals for the next decade so that by the year 2000 we will be back on course in our economy, our educational system, our health care system, our trade balance, and in the integrity and character of our nation.

WHERE DO WE START? -- RENEWAL OF VALUES

Where do we start? We begin by focusing on values. That is why I have made volunteerism a major emphasis of my Administration. When people start helping each other amazing things happen -- certainly to those who receive help, but often even more so to those who serve others.

I have said repeatedly that "Any definition of America must include service to others." That has been true during our nation's highest hours and it can be no less true as we look toward the next four years.

HOW DO WE ACCOMPLISH THESE GOALS? -- CHANGE/REFORM

Don't get me wrong, the role of government is very important -- government serves as the catalyst for change. Our nation's economic future depends upon changes in several key areas. And, I am committed to vigorous reforms in those five areas -- trade, legal, health care, education, and government. I am prepared to push these reforms because our position among nations depends on what happens in these areas during the next decade.

Government Reform:

Educational Reform: Over the past three years, I have repeatedly emphasized the importance of specific education goals for my Presidency and I am proud of the progress we have made in forging programs to revitalize our school system. We have given Secretary of Education, Lamar Alexander, a mandate to ensure that by the year 2000:

- Our children will start school ready to learn.
- Our national high school graduation rate will increase to at least 90%.
- Our students will be competent in five core subjects -- based on world-class standards.
- Our children will be first in the world in science and math.
- Our adults will be literate and able to compete in the work force.
- Our schools will be drug-free, safe and disciplined. To achieve these educational goals, we must have a brave, innovative blueprint -- an action plan that gives our nation's teachers and principals the flexibility they need to create a sound educational environment in the classroom. We cannot continue to tie the hands of our teachers when it comes to shaping the classroom experience and then blame them when the students can't learn. This plan -- which I call, America 2000 -- will produce a new generation of American schools with world-class standards of performance.

The principle of parental choice of schools is the linchpin of America 2000. And, this principle is the primary difference

between my approach to educational reform and the Democratic approach. The Democrats stand for the status quo and the Bush Quayle team is committed to change. Competition is the force that constantly re-charges our economy; just so, competition can renew and revitalize public education. Parental choice offers new hope for American parents who want their children to get the best possible preparation for success and it offers new hope for our nation's economic future.

Our goals of America 2000 are practical; they give us a reliable plan for the future. We have a forward-moving, dynamic program that will be a powerful force for change. Forty-three states have endorsed these goals and thousands of American communities are mobilizing to help ensure the implementation of America 2000.

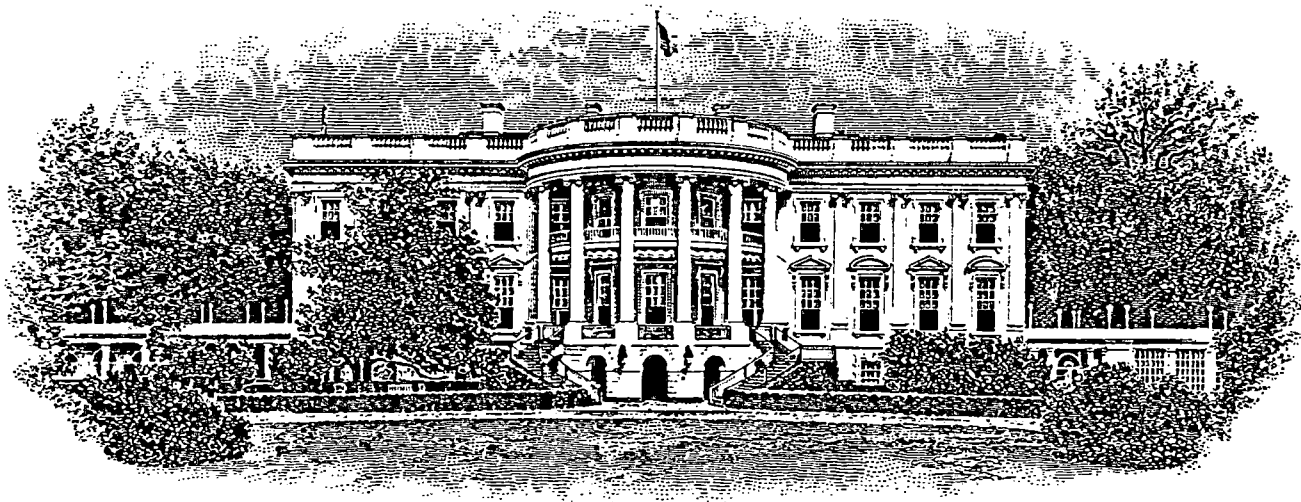
health care reform

legal and regulatory reform

trade

CONCLUSION

Thank you for your role in assuring our reelection. We are counting on you to carry the day November 6th. And, as we enter this new Century, we know that the values and character of the United States of America will help shape the world. May God guide and direct our reforms, preserve our precious legacies and bless the United States of America.



FACSIMILE TRANSMITTAL SHEET

NUMBER OF PAGES INCLUDING COVER 3

DATE David Demarest 4/23/92

TO _____

FAX NUMBER 2983

COMMENTS _____


FROM Michelle Nix

* DEPARTMENT OF COMMUNICATIONS *

OFFICE NUMBER _____

April 23, 1992

MEMORANDUM FOR DAVID DEMAREST

FROM: MICHELE NIX 

SUBJECT: FACT CHECK CHANGES

Here are fact changes/additions for the latest draft:

- Per a conversation with the PR office at Charlotte/Douglas International Airport: Charlotte's airport is ranked the 9th busiest in terms of aircraft operations, not the 8th busiest. The line after falls a little flat. I've attached the original quote so you can see how the line reads. Maybe we should rework it. Jeannie suggested: ". . . but you'll be on time if you go through Charlotte" or "you won't lose your luggage if you go through Charlotte." We need something like this to add more punch to the punch line.
- I checked with Advance yesterday evening re the status of the Carowinds site -- We have turned down Carowinds. Right now, Advance is "pretty sure" the event will be at the Adams Mark Hotel in downtown Charlotte. I'll check in on them today to verify that the site is definite. So our mention to Carowinds on page 1 should be deleted.
- Page 2, 2nd graph; and page 3, 1rst graph: The sentence beginning with "U.S. exports" and the sentence beginning with "Germany": These were typed from the as delivered, I assume, because the sentences are phrased with POTUS interrupting himself and then repeating the beginning a second time. We need to delete the first references or delete the interruption and use just one reference. (e.g., Change "Germany, as some of you know, Germany doesn't tax them at all." to "As some of you know, Germany doesn't tax them at all.")
- Page 6. Here's the info on Medicaid to fill in the blanks. Fish Brown at OMB gave me two sets of numbers: one for the Federal share and one for the Fed/state share combined. The combined figure is in parens. "A brand new big bureaucracy -- kind of like Medicaid -- started as an \$800 million (\$1.7 billion) anti-poverty program. Now it's \$72.5 billion (\$127 billion) -- and that's a 38% increase just from last year. (Fish says we can't use the original phrasing because the %increase varies year to year. The 38% figure is from 1991-1992.)

April 15, 1992

MEMORANDUM FOR JANICE CROUSE

FROM: MICHELE NIX

SUBJECT: CHARLOTTE BUSH-QUAYLE FUNDRAISING DINNER

Here's some preliminary info for the Bush-Quayle Fundraising Dinner in Charlotte for the 27th.

I've included the following:

- Copies of remarks from our most recent B-Q events (two in March at Chicago and Wisconsin and the Detroit one this past Tuesday). This will give you a feel for how we use the stump speech -- and then add color for the particular city.
- A list of Point of Lights from Charlotte and NC as a whole. There is talk of an event with the 329th Point of Light from Charlotte -- to take place when the Pres goes down for the B-Q dinner. (Charlotte POL's are listed first. The first mention in the list is the 329th POL -- Cities in Schools. You'll notice that the 2nd mention is Habitat for Humanity). We shouldn't go overboard on the POL's. There won't be much room for it -- maybe just mention the 3 Charlotte ones. But, certainly, if POTUS is to visit the Cities in Schools people, we'll want to play off that.
- I've included figures for you for NC trade -- export figures and the employment connection. As you'll see from the previous B-Q speeches, the standard language is "[North Carolina] exports more than \$23 billion a year in manufactured goods -- and it's estimated that more than 250,000 jobs depend on exports. (We have to mention that the employment figure is an estimate.)
- NC excerpt from the Almanac of American Politics: This is good to review since it synthesizes the political climate in NC.
- Some color. We'll be getting more. There were more than 7,900 "NC sons and daughters fighting in Desert Storm." We may want to recognize that fact.

Dush-Quayle Fundraising Dinner - Charlotte
April 27

Possible
site

Carowinds Amusement Park
Charlotte, NC

Arrive Carowinds 5:50, ^{photo op, reception,} Announced 6:30, Dinner 30-40 mins.

Speaking time 7:10 pm

Expected audience 500 people

Introducing POTUS → Governor Martin

Head table; acknowledgements: Gov. Martin

approx. 20 people; maybe smaller Sen Thurmond

Head table announce

Color jokes re Gate Chair; Charlotte; NC

Event packaged as Carolina event ^{since Carowinds} is on border

Possibly Billy Graham doing invocation

Tim Simonsen - acks

Star Spangled Banner

Entering Plantation House

Invocation

Dinner

Senator Thurmond (speech)

(Helms (tape?) → may or may not happen (possibly during dinner))

→ Governor Martin

POTUS speaks

Plantation Picnic Pavilion

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

April 27, 1992

REMARKS BY THE PRESIDENT
AT BUSH-QUAYLE FUNDRAISING DINNER

Adam's Mark Hotel
Charlotte, North Carolina

8:05 P.M. EDT

THE PRESIDENT: Thank you so much for the warm welcome. Thank you, Jim Martin, Dottie -- and Jim, for those kind words and for heading up our effort in this great and important state. Dr. Ford, thank you for your lovely words of invocation. Let me single out the Brave Singers -- did a superb job of harmony there on the Anthem. And these McCrae College Clodhoppers out there -- the cloggers. (Laughter.) First-class from what I could see. I only saw one end of it down there, but it looked pretty good.

And my respects to your neighbor to the south -- the incomparable, outstanding Senator Strom Thurmond. My heavens, what a great joy it is to have him and work with him in the United States Senate. He is a superb leader. (Applause.) And he's very proud of the Cat Band of Lexington, South Carolina, that's with us tonight. (Applause.)

And may I salute the three congressmen introduced -- Congressmen McMillan and Taylor and Ballenger -- and thank them for being with us. Thank our finance team that's done so much for me already -- Bobby Holt, our national chairman; and Jack Laughery, our regional -- he's got five states and he's twisting arms in every single one of them, doing a first-class job. And Mao, thank you, sir, for leading the pack here.

May I also thank Bob Bradshaw, our dinner chairman; salute an old friend, colleague -- he and I were elected to Congress on the same day -- Jim Gardner, now the Lieutenant Governor. It's big plans ahead for him. (Applause.) And, Mayor Vinroot, you lead a wonderful city indeed. You know, coming into Charlotte is no longer a small-city experience -- I can't believe your airport is now the 8th busiest in the country. The old saw used to be that you had to go through Atlanta to get to Heaven; now they say it is much more fun to go through Charlotte. (Laughter and applause.)

But it's wonderful to see so many friends here. And Jim Martin and I have a lot in common. We both have to deal with a House full of Democrats -- we don't need his Ph.D. to realize that that's bad chemistry. (Laughter.) You know, I listened very carefully to what Jesse said -- outstanding Senator Jesse Helms -- and heard what he had to say about the spending habits of the Congress; and then coupled that with what Strom had to say, and there's very little left for me. But they hit the main points. It is the Congress that appropriates every dime. It is the Congress that tells the Executive how to spend every dime.

People say they think that Jim Martin -- back to him -- will have a hard time making the transition from politics to medicine. I don't think so at all. I'll bet it won't take him any time at all before he's out playing golf on Wednesday afternoons. (Laughter.)

MORE

There's a good reason for Charlotte to be a proud city. I especially admire the way you support two concerns that are very close to my heart -- education, that Jim touched on, and service to others. Your "Foundation for the Carolinas" shows the priority you place on these community efforts. And, yes, this is National Volunteer Week, and I'm reminded that Charlotte is the home to some remarkable, what we call, "Points of Light" including the Cities and Schools Volunteers, Charlotte Habitat for Humanity, and the employees of the Duke Power Company that go out and do so much to help others get educated.

But now let me thank each of you who contribute so generously to this reelection campaign. This support is important for the future of our country. Let me say it right up front: I want to be your President for four more years, and I believe I'm going to be. (Applause.)

I know that many here are understandably concerned about the economy. That is my number one concern as well. But this month we had some heartening news about the United States economy -- almost across the board, incidentally, it's turning around, it's beginning to move again. The leading indicator has been trade. U.S. exports are surging, rising 7 percent in February to a record one-month high of almost \$38 billion. And once again, American manufacturing exports are leading the way.

The evidence is indisputable: Open markets and free trade mean new hires and new buyers -- job for American workers, from sales of American goods and services. Jobs in the trade sector have grown three times faster than overall American job creation. This good news underscores a fundamental truth about our own competitiveness: If we're to succeed economically at home we must lead economically abroad.

There's still much more that we've got to do to make America more competitive. The Congress could get this recovery moving quicker and stronger if it we would pass the economic action package that Strom mentioned -- the package that I sent up to Congress in January. One of our problems right now is the cost of capital -- it is too high. But it is a problem we can do something about. A high capital gains tax rate deters investment, thus business expansion, and thus job creation. None of our major industrial competitors tax capital gains at rates that are comparable to ours. Germany doesn't tax them at all -- zero. And in Japan, a businessman, entrepreneur who sells the company that he's built from scratch pays a tax of one percent. These are America's toughest competitors. But we disadvantage our own workers and then ask them to beat the competition. That's just plain dumb.

Yet, the very people who every year complain about America's ability to compete are the same people who every year block our efforts to lower the cost of capital. Once and for all they need to get the message: it is time to cut the tax on capital gains. (Applause.)

And it is time that Congress gives us this investment tax allowance that we also put forward as one of our seven investment points. We need that, and we need that one now. And I wish, Strom, that the Congress would get moving on that.

For us to compete we also must lighten up the regulatory burden that Washington imposes on every American business. Just last January we placed a 90-day moratorium on federal regulations. Wherever possible, we've blocked those regulations that impede growth and accelerated those that encourage growth. So far, we've saved American consumers and businesses many billions in regulatory costs. Wednesday, we'll announce our next step in our battle against these excessive regulations. But for now I simply want to say the days of

over-regulation are just that -- they are over. And we must all work to keep it that way. (Applause.)

I've talked often about the need for reform and the need for change. And I've acted -- made specific and far-reaching proposals. I've called for reform of our education system, our health care system, our courts and our election campaigns. I have fought for free and fair trade to sustain and create good jobs. These are five key issues at the forefront of the national agenda. Beyond that, right down the line, from crime that Strom talks about, in a field in which he's been such a leader, all the way to the Congress itself, our administration has proposed fundamental changes to help us solve pressing national problems.

We've had some successes in our efforts to change things -- but more often than not Congress stands in the way. They are supported by an army of special interests. Neither are interested in change. They stand squarely behind the status quo. They may be powerful. They may be influential. They may be very well-connected. But let me tell you this: They are absolutely wrong in their approach to the economy of the United States of America. (Applause.)

Let me tell you why. It used to be that a doctor's first concern was the care of the patient, not the chance of a malpractice suit. Lawsuit mania -- you know what I'm talking about -- obstetricians not delivering babies, parents literally being driven away from coaching Little League, volunteers not helping the elderly -- all because of the fear of lawsuits. That is wrong. That is not the America we want. People should spend more time helping each other and a little less time suing each other. (Applause.)

And you can help me by calling on the Congress to pass our Access to Justice Act. It is languishing on Capitol Hill -- blocked by special interest groups getting rich off these outrageous settlements. Our legal system is complicated. And people's rights certainly must be protected. But the system desperately needs reform -- and no lawyers' lobby should stand in the way. And we must fight to put some limits on these liability claims. (Applause.)

It used to be that we were confident that when we sent our kids to school they would get a first-class education -- learn how to read and write -- understand something about the world. We believed in building character, so education included teaching values and responsibility, simple right from wrong. We believed parents shared this responsibility for education. Parents are a child's first teachers, and the home is a child's first school. I believe that's still the way it ought to be.

But educational achievement has been stagnant for years. And now we thank our lucky stars that our child's school isn't the one where they find a gun in someone's locker, or drug dealing out there in the playground, for heaven sakes. And our teachers -- they often double as counselors, mentors, social workers, and surrogate parents -- all rolled up into one. God bless our teachers for the work they do. They deserve our best effort -- (applause) -- they deserve our best effort to make the system better. And right here, Charlotte and the State of North Carolina are leading the way. We've set national goals -- six national goals in a bipartisan fashion -- and a strategy to achieve them.

In every state in the nation and over 1,200 communities across the country, our America 2000 reforms are gaining steam with innovation -- these break-the-mold schools, world-class standards, voluntary national testing, more flexibility for teachers and principals. And whether it's among public schools or private or religious, all parents, rich or poor, deserve the right to choose their children's schools. And I challenge Congress to pass legislation to that end. (Applause.)

It's a giant undertaking to create the best schools in the world for our kids, to literally, in a country this big, to revolutionize the nation's education system -- but we are going to do it with or without the permission of the powerful NEA union or the United States Congress. (Applause.)

Charlotte is very fortunate. You've got a great Congressman in Alex McMillan. He's an expert on another urgent reform issue -- health care. It used to be that going to the hospital didn't conjure up images of financial ruin. And while our health care still is the finest quality care in the world, too many people don't qualify for health insurance or they simply cannot afford it. And the cost of even minor surgery has gone right out, sky-high, right out through the roof. Many poor people would prefer going to a family doctor but end up waiting for hours in hospital emergency rooms for routine medical attention. This, too, is wrong and it's got to change.

Our health care proposal is comprehensive. It makes health insurance accessible and affordable for all Americans -- without destroying the finest quality health care in the world. We must not go the way of these nationalized health care plans with long lines, impersonal service, and fewer options for consumers. If that's what we wanted, we'd put health care under the Department of Motor Vehicles, and we'd all stand in line all day long. (Applause.) We don't need another big bureaucracy.

Look what happened to Medicaid. It started as a \$1-billion program -- \$1 billion. It is now \$150 billion and growing at a rate of 17 percent a year -- 38 percent last year alone. Yes, there are those whose first resort is a big new government program with all the self-perpetuating features of the old big government programs. But make no mistake, nationalized health care would be a national disaster. And I will fight any nationalized or socialized medicine plan for the United States of America. (Applause.)

In these and so many areas that demand our reform, our government can play a pivotal and positive role in addressing many of our nation's most critical problems. One half of my adult life my own has been in the private sector, and one half in government service. And I've seen this country change, sometimes for the better, sometimes for the worse. And you need to know what needs change -- change for change sake is meaningless and empty. It takes more than happy talk, more than lip service to reform or get service to special interest. But that's what the Democrats are still offering, if you look at these mandated programs they're proposing day in and day out.

Our party stands for change. But the national Democratic Party will always revert to form -- solve a problem by creating a program -- more power to the bureaucracy, less to the individual. They do not understand that people are yearning for a return to responsibility and accountability -- values that refuse to go out of style.

That is why major reforms of our government are absolutely essential. The American people know that as government tries to do more and more, it delivers less and less. Next year, the federal government will spend \$1.5 trillion of your money. There is just no question about it -- the federal government is too big and spends too much.

So we should start with real spending reform. It's time for the President -- and I will not parrot Strom -- to have what 43 governors have, that line-item veto. Next, I've sent up legislation to end the special treatment for Congress. It is time for the Congress to govern itself by the laws that it imposes on others --

the laws that you and I have to abide by the Congress ought to abide by. (Applause.) And it's time for sweeping reform of campaign financing, but let's not do it by making the taxpayer fund all these congressional elections. It's bad enough to have them put it in for the president's race. Finally, it's time to make Congress a citizen assembly, not a club for career politicians. And so I think the time has come to limit the terms of members of Congress. (Applause.) I favor six terms for a member of the House and two for a senator that precisely has limited terms -- the presidency has it limited. You might say then why should not the Congress?

These last few years have seen our world turned upside down. Think how much we have accomplished. We think of our problems, but think of our blessings for a minute. With God's help and with hard work to support the convictions we have, we've helped change the world. We literally have changed the world. We've helped the peoples of Eastern Europe and the old Soviet empire peacefully throw off the yoke of communism. Now we're helping their transition to free markets and helping them reduce their nuclear arsenals.

And if you ask me what gives you the most pride or pleasure out of having been President, I take great pride that it was the leadership of the United States that has diminished for our children the threat of nuclear war. (Applause.) We stood up against dictators and exporters of totalitarian revolution in Latin America; we've helped democracy take root in nearly every country of our own hemisphere. Look south of the Rio Grande.

When a ruthless tyrant overran Kuwait and threatened to engulf the Middle East in its worst conflagration, we protected the people of Israel and Turkey and Saudi Arabia and we organized an unprecedented world coalition and we liberated Kuwait from the aggressor. In the process, we accomplished a breakthrough sought by every President from Truman to Reagan -- we brought Arab neighbors face to face with Israel for the first time at the peace table. This is big. And this is historic. And we can all take pride in this as Americans. (Applause.)

We won the Cold War and we stopped Saddam's aggression because, 12 years ago, we renewed our faith in our values and, as Strom pointed out again, we strengthened our defenses. And now, if any of you have traveled around the world I believe you'd agree with this one, the United States is the undisputed leader of the entire world. This is no time to pull back. This is no time to retreat. No time to be afraid of the changes in the world. We will keep ourselves strong. And in world markets, security and politics, we are going to stay engaged and we are going to continue to lead the entire world. (Applause.)

And so, in sum, we have a mission together to carry on the American Dream for new generations. With your help we can win a mandate to lead this country for four more years. We can keep our country a champion of ideas and opportunity and justice. We can reform our schools and our courts and our health care system, our very system of government. And we can assure that when we reach the new century, America will still be the strongest, the bravest, and the freest nation on the face of the Earth.

Thank you all. And may God bless each and every one of you. And may God bless our great country, the United States of America. Thank you very much. (Applause.)

END

8:29 P.M. EDT